The 1980-81 Economic Review of Travel in America

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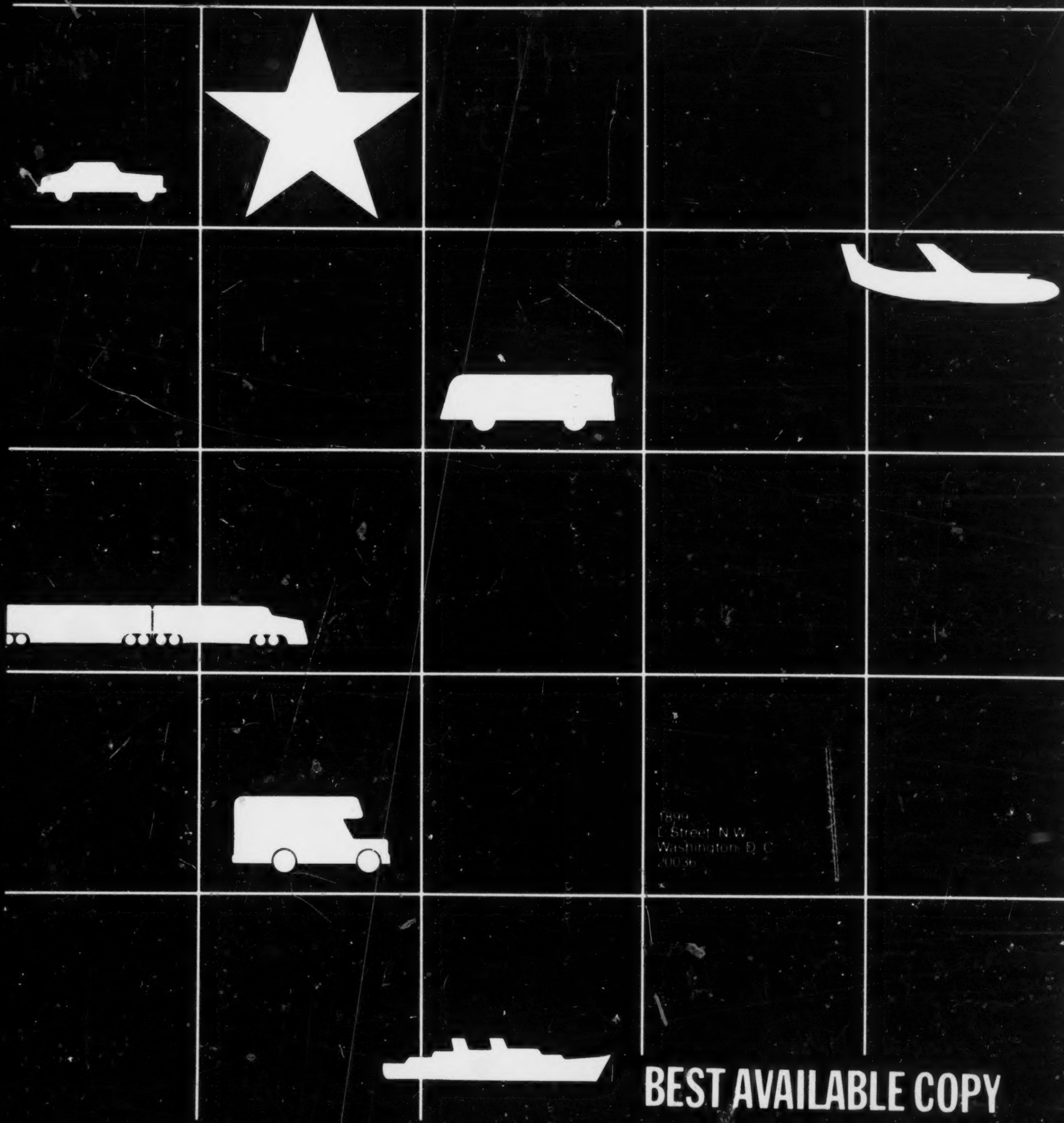

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THE 1980-81 ECONOMIC REVIEW
OF TRAVEL IN AMERICA

United States Travel Data Center
Washington, D. C.

Price: Twenty-five Dollars

The United States Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D. C. 20036.

Earl E. Ditmars, Chairman

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TABLE OF CONTENTS

CHAPTER		Page
I	INTRODUCTION	1
II	TRAVEL ACTIVITY AND INDUSTRY TRENDS	4
III	TRAVEL PRICE INFLATION	14
IV	TRAVEL AS AN ENGINE OF EMPLOYMENT	17
V	TRAVEL AND ENERGY	20
VI	INTERNATIONAL TRAVEL TRENDS	23
VII	REGIONAL TRAVEL PATTERNS	28
VIII	CONCLUSION	32
APPENDIX A	BASIC TRAVEL DATA	A-1
APPENDIX B	RESOURCES	B-1

I. INTRODUCTION

The economy influences travel away from home and is affected by it. However, the plethora of data available from government and other national sources has tended more to obscure this relation-ship than to improve understanding.

This report is designed to portray the economic aspects of travel and tourism to, from, and within the United States. Developments in 1980 are discussed in the perspective of the decade, and projections for 1981, based upon the 1981 Travel Outlook Forum, recent industry forecasts, and the Data Center's own studies, are presented.

Travel

The subject of this report is travel away from home. Over the years there has been considerable discussion of the appropriate definition of this activity, and a consensus appears to be forming around the one advanced by the National Tourism Resources Review Commission in 1973: trips of 50 one-way miles or more for any purpose except commuting to and from work.

In practice, few studies have incorporated this definition. It is more common to measure U.S. travel 100 miles or more away from home; or overnight stays away from home; or national, state or local border crossings. The travel activity data discussed in this report reflect these differences but have been chosen to approximate the consensus definition as closely as feasible.

The word, "tourism," is avoided in this report as being a confusing term. While it is often used to denote travel away from home in many parts of the world, in American parlance, it connotes travel for pleasure only. When the term does arise herein, it is as a synonym for travel away from home, to emphasize that we are interested in tourism-type travel, rather than local traffic.

Travel Industry

Travelers participate in a number of different activities when they are away from home. They purchase public transportation, gasoline, food, lodging, entertainment, recreation, and a number of other incidental goods and services. U.S. businesses provide these items to travelers and to local residents and others as well.

Businesses are commonly grouped together into industries by the type of product they produce. Consequently, travelers patronize a number of different industries as conventionally defined.

For this reason, we cannot define a "travel industry" as such. We can, however, develop a spectrum of types of U.S. businesses based upon their dependence on traveler expenditures for business receipts. In the U.S., "primary travel-related businesses," those which depend upon travel expenditures for more than one-third of total sales receipts, include intercity bus, rail and air passenger carriers; eating and drinking places; hotels, motels and motor hotels; campgrounds and transient trailer parks; car rental firms; and amusement and recreation services. By charting trends in this group of businesses, we can infer trends and con-ditions in the "travel industry" as a whole.

Unfortunately, data are not readily available on each of these travel industry sectors. The reader will note that the components making up the travel industry in this report change from chapter to chapter, depending on the statistics available. However, we feel that the data do indicate how the travel industry is faring and how it is contributing to the U.S. economy.

Automobile travel including that by auto, truck, recreational vehicle, and motorcycle comprises 60 percent to 80 percent of all travel away from home in this country, depending upon the definition. The type of business that could best represent this transportation activity is gasoline service stations. However, traveler expenditures on auto transportation comprise about 20 percent of total sales of these establishments. Consequently, we decided to exclude gasoline service stations from the travel industry represented in this report. By so doing, we exclude businesses representing a large sector of travel activity but improve our chances that the travel industry measured herein actually indicates travel-related business developments.

While some data on travel and the travel industry extend back more than a decade, a large part of the information we have from the federal government on receipts, prices, traffic and employment in travel-related businesses begins in 1972. As a result most of the past perspectives on travel and the industry provided in this report begin with 1972.

While we always clarify which activities and types of businesses are included in this report, the charts and analysis focus on travel and the industry that services it as a whole, rather than on its component parts. Travel away from home is a distinctive human activity, requiring a variety of goods and services. The consumption of these goods and services makes the establishments which provide them necessarily interdependent. People who travel need a mode of transportation , a place to visit, shelter, and food. Oftentimes, they demand entertainment, recreation and other items as well.

In a very real sense, we would not have hotels without transportation, nor would people travel without a place to stay. Similar interdependence among other traveler activities can be easily seen. Consequently, we feel travel and the travel industry is best viewed in its entirety and have attempted to emphasize this perspective.

A traveler's purchase from a retail business begins a productive economic process that stretches through wholesale, manufacturing, extractive, transportation and service firms. There are indications that the indirect impact of such a purchase can dwarf the direct impact on the travel-serving retail business.

This review concentrates on the direct impact of travel and tourism on the U.S. economy. This is not to say that the indirect impact is unworthy of review but that the data here are not nearly as well developed. It is hoped that future editions of this review can include sound estimates of the "multiplier" impact of travel expenditures in the U.S. as well as the direct effects.

Organization of the Report

This review is organized in eight chapters. Recent developments in travel activity along with current industry trends placed in the perspective of the last decade are discussed in Chapter 2. Chapter 3 presents a discussion of travel price inflation. Chapter 4 focuses on the unique abilities of the industry to create jobs.

Chapter 5 highlights the dependence of travel on petroluem fuel supplies and emphasizes the relatively small share of energy consumption attributable to the activity.

Chapter 6 presents a discussion of international travel trends and their effect on the U.S., while Chapter 7 surveys regional trends in travel.

Chapter 8 provides a summary of travel and the economy.

The appendices provide background information essential to the report. Appendix A presents the base data used for calculating the charts included in the previous chapters. Appendix B is a list of sources used in the preparation of the review.

II. TRAVEL ACTIVITY AND INDUSTRY TRENDS

Travel away from home is a prominent part of the American way of life. During the average month in 1980, one out of every five Americans took a trip to a place 100 miles or more away from home.

On the average day in 1980, twelve million Americans were traveling away from home, a number larger than the population of 47 of our 50 states. Indeed, Americans took almost as many trips out of town as they did to the movies in 1980.

Table II-1: U.S. Travel Away from Home for Selected Trip Purposes, 1979-80 (millions of person-trips)

Purpose	1979	1980	Percent Change
All travel	1,110	935	-15.7%
Vacation travel	624	578	-7.3
Business/convention travel	155	135	-13.0%

Source: U.S. Travel Data Center, National Travel Survey.

The Data Center's National Travel Survey provides monthly estimates of U.S. travel to places 100 miles or more away from home. A standard measure of travel activity is the "person-trip," recorded each time one person goes on a trip.

As indicated in Table II-1, U.S. travel declined in 1980, primarily in response to the economic recession during the first half of the year, the President's economic restraint program, and soaring gasoline prices and air fares. Business-related travel was affected more than vacation travel, as consumers found ways to fit their traditional vacation trip into their limited budgets, ways apparently not feasible in business.

Table II-2: U.S. Nights Away from Home for Selected Trip Purposes, 1979-1980 (million of person-nights)

Purpose	1979	1980	Percent Change
All travel	4,745	4,302	-9.3%
Vacation travel	3,262	3,238	-0.7
Business/convention Travel	589	473	-19.8%

Source: U.S. Travel Data Center, National Travel Survey.

Consumers tried to minimize the impact of soaring transportation costs by taking fewer trips and by staying longer at their destinations in 1980. Table II-2 indicates practically no change in the number of vacation nights away from home, despite the significant reductions in trips.

Business travelers actually cut back their nights away from home more than their trips, as they curtailed travel to distant destinations.

Travel's Economic Impact

Travelers purchase goods and services, producing business receipts for retailers. These retailers use part of their receipts to pay wages and salaries to their employees. During the process, tax revenue is generated for Federal, state and local governments.

Table II-5: Measures of Travel's Economic Contribution, 1980: Preliminary

Expenditures in U.S.	$157.0 billion
Payroll income generated	$34.4 billion
Employment generated	4.5 million jobs
Federal tax revenue generated	$ 8.6 billion
State tax revenue generated	$ 5.9 billion
Local tax revenue	$ 1.9 billion

Source: U.S. Travel Data Center.

As Table II-5 indicates, 22 cents of each traveler dollar becomes wage and salary (payroll) income. Travel directly generated 2.6 percent of total wage and salary income during 1980. Travel expenditures directly supported 5 percent of U.S. payroll employment.

The traveler dollar generated 16 cents in tax revenue for federal, state and local goverments. Travel is directly responsible for generating 4.3 percent of total tax revenue for all governments in the U.S.

Travel generates demand for many different goods and services and produces receipts for a number of different U.S. industries. The diversity of travel tends to obscure its role in our economy. We cannot point to factories around the country and say, "This is the travel industry." Nor can we count items produced by a plant and say, "This is travel's output."

But travel's breadth and diversity should not be allowed to hide the fact that it is a major sector of the U.S. economy. Travel expenditures exceed the sales of all but two retail industries. Travel-generated payroll surpasses that of the steel and automobile manufacturing industries combined. Travel generates more jobs than are found in 44 of our fifty states. In short, travel deserves to be recognized as contributing substantially to the sales, income and employment we enjoy from our economy.

Table II-6: Travel Expenditures in the U.S. Compared to Major Retail and Service Industry Receipts, 1980 ($ billions)

Industry	Sales
Food stores	$212
Automotive dealers	166
Travel and tourism	157
General merchandise stores	117
Business services	111

Source: U.S. Travel Data Center, U.S. Bureau of the Census.

In short, the economic recession and rapid inflation depressed travel by both consumers and business people in 1980. However, consumers were able to adjust their plans to a large extent and travel on vacation.

Travel Spending

U.S. travelers spent nearly $165 billion traveling away from home in 1980, for an average of $728 for every person in the population. Nearly 90 percent of this spending is for domestic travel, as Table II-3 indicates. However, spending on foreign travel grew faster in 1980, despite unfavorable exchange rates. As usual, travel spending by Americans rose faster than Gross National Product.

Table II-3: U.S. Travel Expenditures, 1979-80 ($ billions)

Purpose	1979	1980	Percent Change
Spending on domestic travel	$134	$147	9.7%
Spending on Foreign travel	15	17	13.3%
Total	$149	$164	10.0%

Source: U.S. Travel Data Center, U.S. Department of Commerce: preliminary.

In investigating the economic impact of travel, we should be more interested in travel spending in this country than travel spending abroad. All travelers in America spent $157 billion in 1980,up 11 percent from the previous year (Table II-4). Americans accounted for 94 percent of the total, but foreign spending grew twice as fast. Traveler spending here equaled 6 percent of our Gross National Product in 1980 and grew 20 percent faster.

Table II-4: Travel Expenditures in the U.S., 1979-1980 ($ billions)

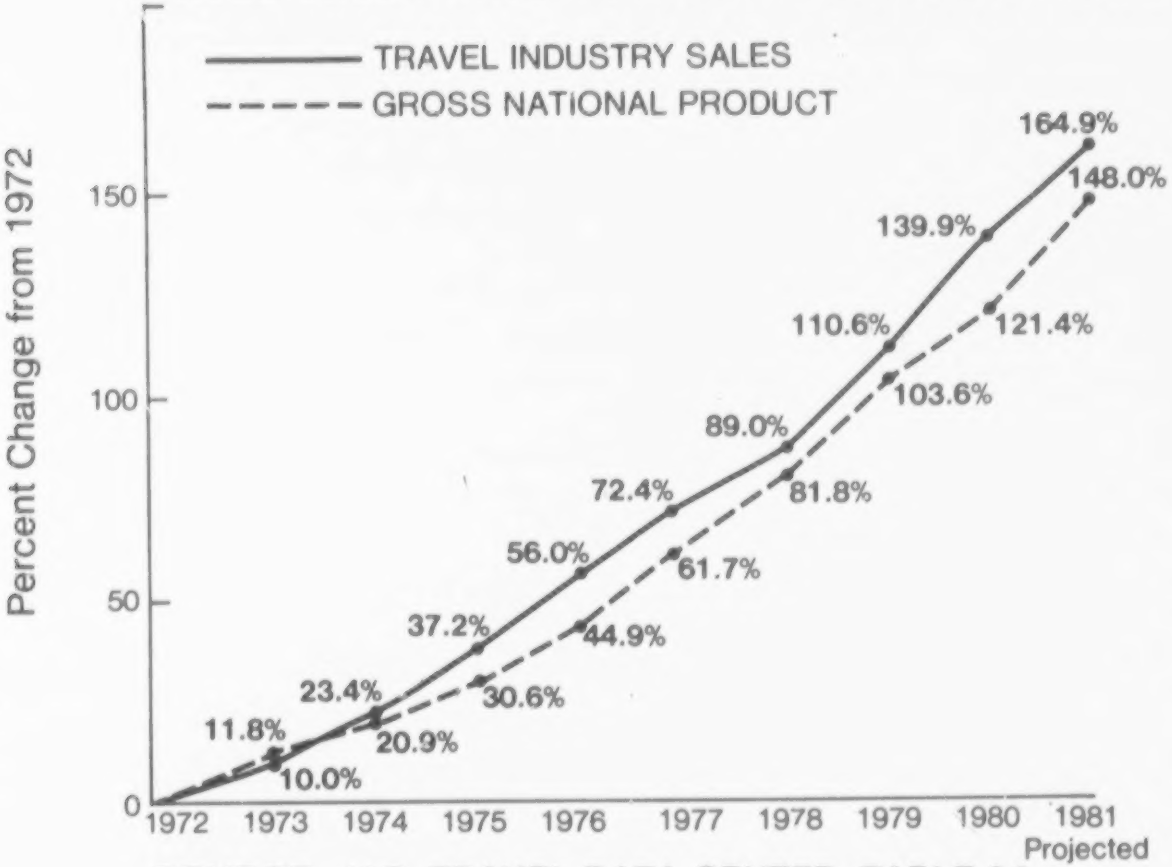
Source	1979	1980	Percent Change
U.S. residents	$134	$147	9.7%
Foreign visitors	8	10	21.7
Total	$142	$157	10.6%

SOURCE: U.S. Travel Data Center, U.S. Department of Commerce: preliminary.

Travel Industry Receipts

Total business receipts for the travel industry has grown faster than Gross National Product (GNP) in each of the last seven years (Figure 2A). In 1980, they were 165 percent greater than in 1972.

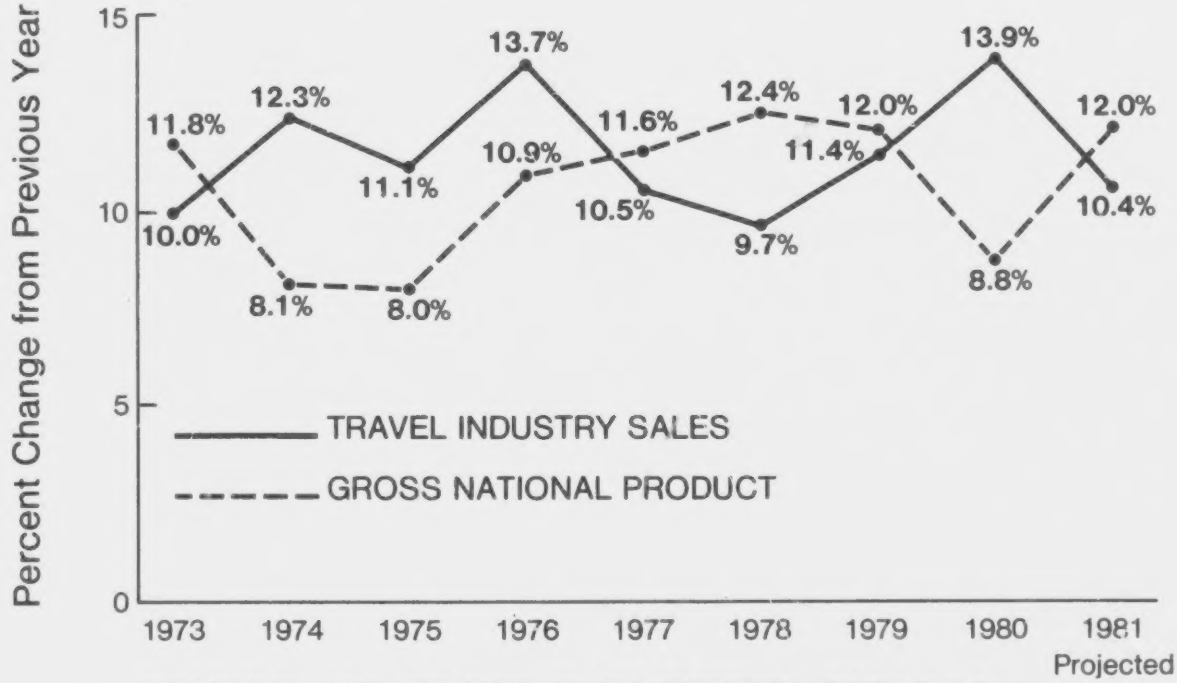
FIGURE 2A
TRAVEL SALES HAVE OUTPACED GNP SINCE 1972



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2A.*

Since 1972, travel industry receipts have grown at a compound rate of nearly 12 percent a year. In 1980, receipts soared 13.9 percent, the best performance of this measure on record (Figure 2B). Sales are projected to grow at a slower rate in 1981, perhaps even slower than GNP.

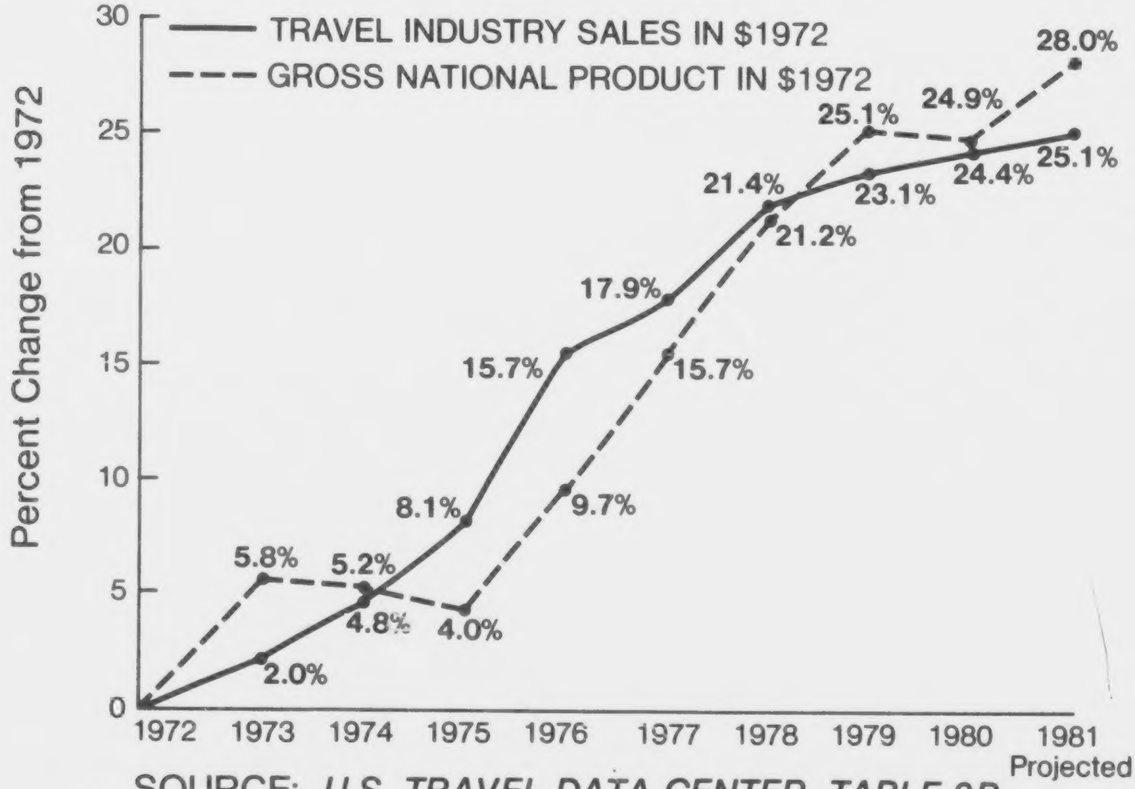
FIGURE 2B
TRAVEL SALES GAIN EXCEEDED LONG-TERM AVERAGE IN 1980



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2A.*

Industry sales in current dollars combine real growth in output and price increases. In Figure 2C, sales have been deflated to represent real output for both the travel industry and the GNP.

FIGURE 2C
REAL TRAVEL INDUSTRY SALES GROWTH HAS MATCHED GNP SINCE 1972



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2B.*

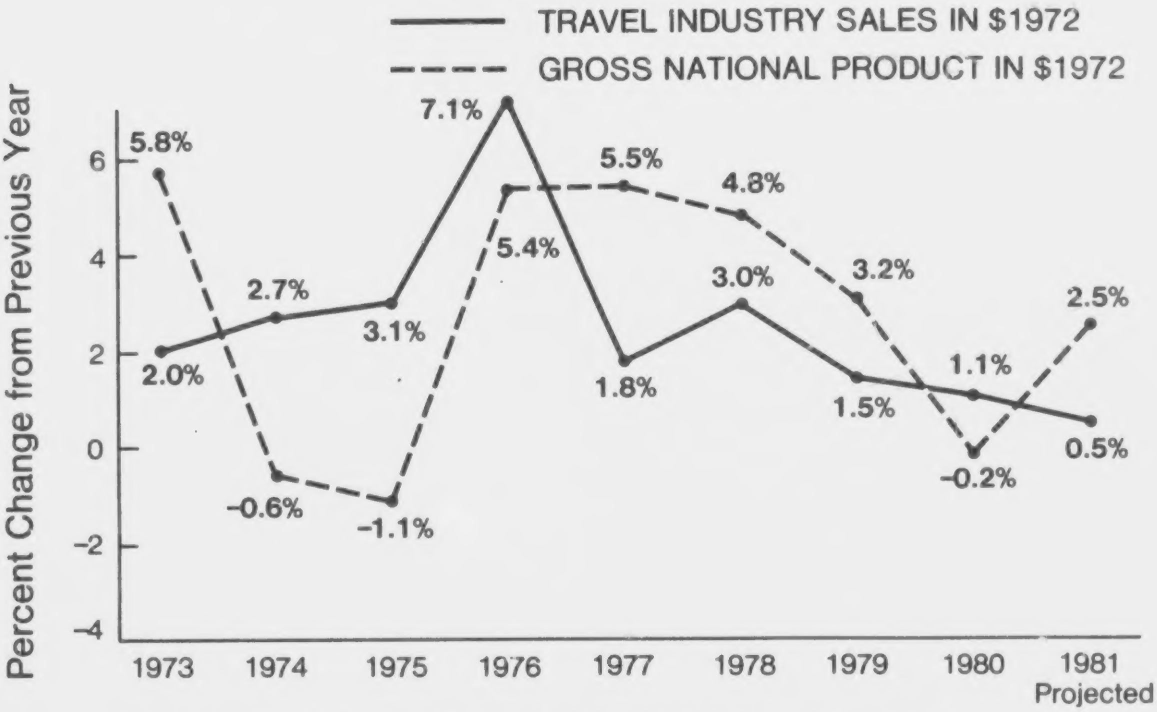
Travel industry output grew 25 percent in real terms over the period we can measure, about the same performance as GNP. This works out to a compound annual growth rate of 2.8 percent per year, considerably smaller than for current dollar sales.

For most recent years, travel output adjusted for inflation has grown at a slower rate than the economy as a whole (Figure 2D). The gasoline shortages in 1979 and the recession in 1980 produced the lowest real growth rates on record for the period. Travel output did not decline in 1980 as the economy's real output did. But real GNP is expected to outperform the travel industry in 1981, as the industry wrestles with the effects of high fuel prices and an uncertain economy.

Travel/tourism Transporation Activity

Travel away from home totaled nearly 1.4 trillion passenger miles in 1980. Travelers drove, rode or flew the equivalent of a round-trip between New York and Los Angeles for every man, woman and child in the country.

FIGURE 2D
REAL TRAVEL SALES GROWTH HAS BEEN SLOW IN RECENT YEARS



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2B.*

Since 1972, common carrier travel, dominated by the nation's airlines, has grown more than three times as fast as automobile travel (Figure 2E). The Arab oil embargo and gasoline price hikes in 1974, the gasoline shortages of 1979, and the soaring gas prices in 1980 all depressed highway travel away from home below previous years.

However, 1980 brought a dramatic decline in airline travel for the first time since World War II. Airlines were forced to raise fares drastically in response to soaring fuel costs. Prospects are little better for 1981. Airline travel is projected to decline for the second year in a row, while auto travelers, - adjusting to high but softening gasoline prices, are expected to boost travel significantly.

Travel by intercity bus and rail, the other two components of common carrier traffic, have shown gains for the period. Both are projected to post above-average increases for 1981.

Figure 2F indicates the bumpy progress of common carriers to supplant the automobile as the predominant means of travel away from home in America. Petroleum shortages boosted common carrier traffic at the expense of the automobile in 1974 and again in 1979. However, the carriers' share dropped as gasoline supplies returned to normal.

After reaching a high of nearly 18 percent in 1979, the common carrier share declined in 1980, with a further drop expected in 1981. Whether these carriers will once more show gains in share appears to depend most on relative price movements for gasoline and carrier fares and petroleum fuel supplies. It is too early to tell whether there may be a long-term trend toward the carriers and away from personal motor vehicles for travel away from home.

Small Businesses Dominate the Travel Industry

In 1977, the most recent year for which complete data are available, there were more than one-half million U.S. firms significantly involved in serving the traveler away from home. As indicated in Table II-7, 99 percent of these were small businesses according to the size standards established by the U.S. Small Business Administration.

A strength of an industry comprised of small businesses is the opportunities it offers for individuals to own their own firms and provide specialized services. This is certainly true of the travel industry.

However, there are problems. Small businesses are less able to weather business declines than large corporations. Moreover, energy, tax, and regulatory policies that discriminate against the travel industry will impact heavily on small businesses, many of which do not have the resources to endure them.

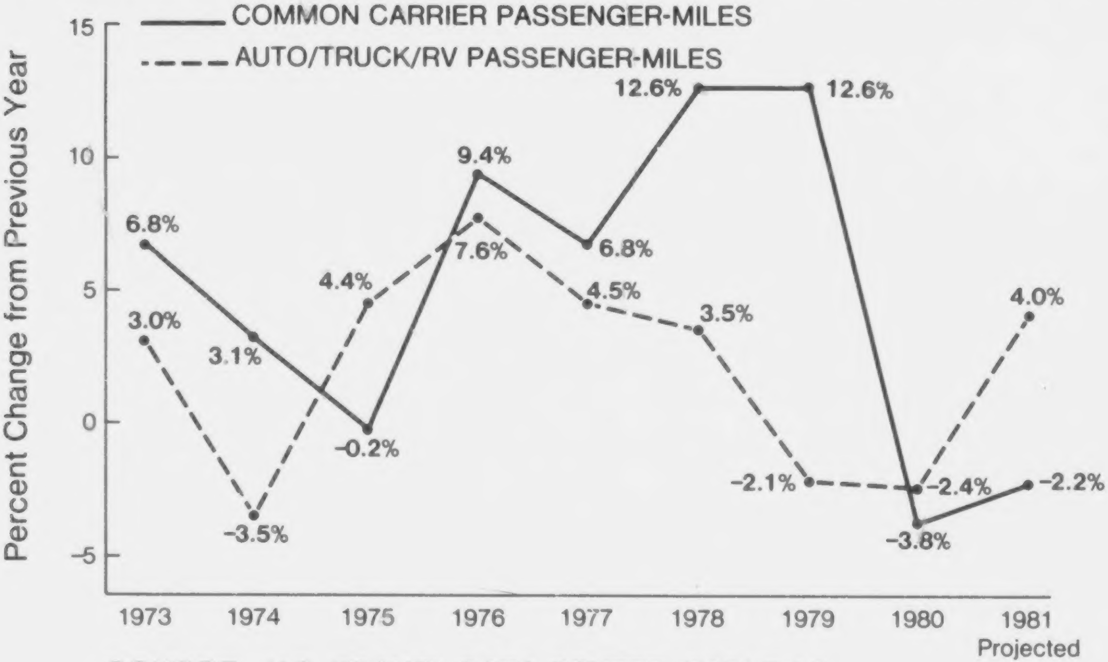
Public officials should take this into account along with the nation's commitment to fostering small business opportunities when forming national policies and priorities.

Table II-7: Small Business Firms and Total Firms in the Travel Industry, 1977

Sector	Total Firms	Small business firms	Small business as percent of total
Transportation			
Air	39	16	41.0
Bus	1,050	980	93.0
Rail	3	0	0.0
Lodging			
Hotels/motels	48,113	46,381	96.4
Campgrounds, trailer parks	18,745	18,726	99.9
Food service			
Eating and drinking places	319,195	315,288	98.8
Entertainment/recreation			
Amusement and recreation services	152,209	151,244	99.4
Travel industry	539,354	532,635	98.8

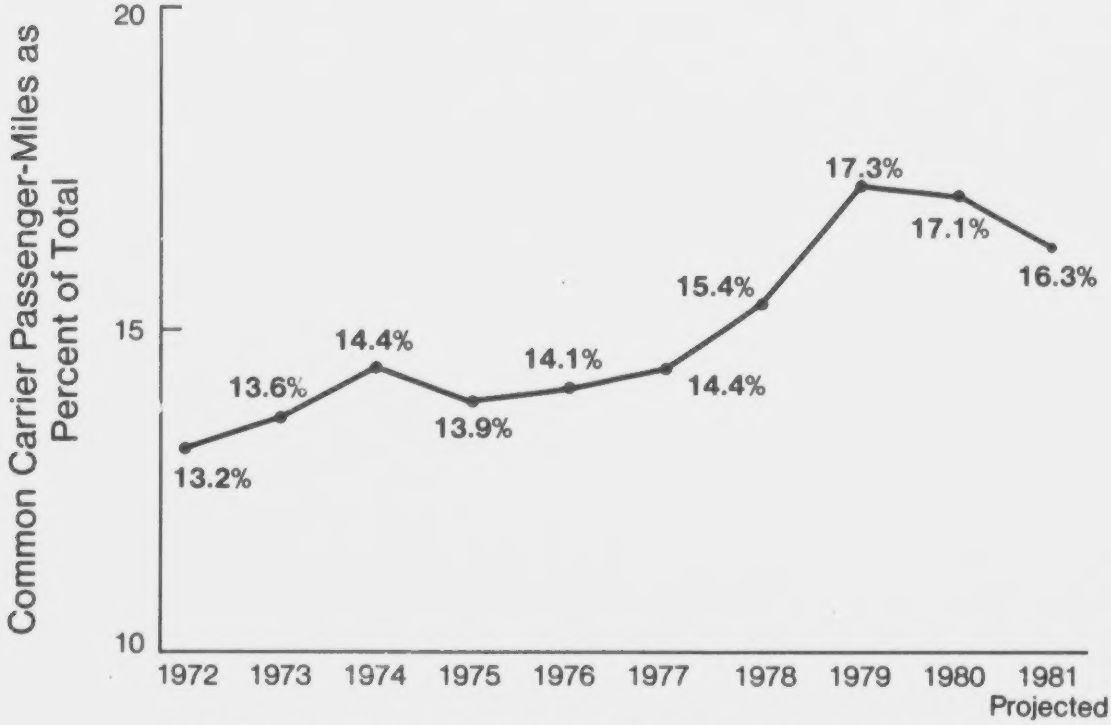
Source: U.S. Travel Data Center, based on data from U.S. Bureau of the Census, Census of Service Industries, Census of Retail Trade; Small Business Administration; American Bus Association; Amtrak; World Aviation Directory.

FIGURE 2E
COMMON CARRIER TRAVEL OUTPACED AUTO TRAVEL UNTIL 1980



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2C.*

FIGURE 2F
COMMON CARRIER SHARE OF TRAVEL DECLINED IN 1980



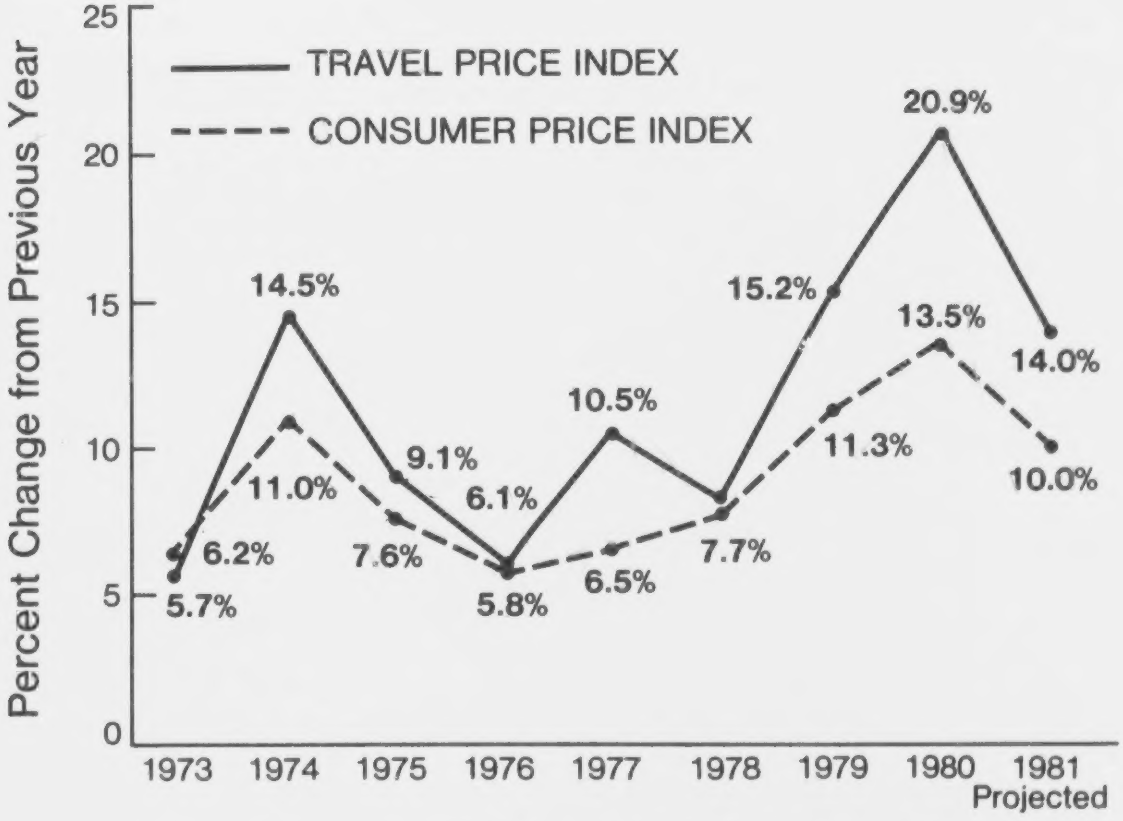
SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2C.*

III. TRAVEL PRICE INFLATION

Travel away from home in the U.S. is heavily dependent on petroleum fuels. It is no surprise, then, that the cost of travel rises almost as fast as gasoline and other transportation fuel prices.

Figure 3A illustrates how the travel prices, represented by the Data Center's Travel Price Index, has surpassed the Consumer Price Index in growth for each year sine 1973. The Travel Price Index measures the change in the cost of travel away from home in the U.S. In 1974, travel prices rose 40 percent faster than consumer prices as gasoline costs soared 35 percent. This scenario was repeated in 1979 (gas prices up 35 percent) and 1980 (gas prices up 39 percent).

FIGURE 3A
1980 TRAVEL PRICE INFLATION BROKE RECORDS



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 3A.*

Airlines have been forced to raise their fares in recent years as their fuel costs have skyrocketed. In 1980 alone, the cost of fuel to U.S. carriers in domestic service rose 53 percent over 1979, boosting fares 38 percent.

Travel prices rose nearly 21 percent in 1980, the largest increase in the 12 years for which we have complete travel price data. Since 1972, travel prices have increased 130 percent, for a compound annual rate of 11 percent. This is 25 percent faster than the Consumer Price Index rose over this period.

As indicated in Figure 3B, gasoline led all other components of the Travel Price Index (TPI) in growth since 1972. Indeed, if gasoline prices had remained stable, the TPI would be up less than 90 percent during this period, slower than the change in consumer prices. It is hard to exaggerate the influence of petroleum fuel prices on travel costs in the last decade.

Fortunately, relief is in sight. During first-half 1981, gasoline prices actually fell. A glut of crude oil supplies in world markets is expected to keep petroleum prices from rising throughout the year. Consequently, a rosier forecast for travel prices in 1981 seems realistic, as indicated in Table III-A. Indeed, the rate of increase in the Travel Price Index is projected to be one-third lower than in 1980 but still above the trend rate of growth.

Table III-A Travel price Inflation, 1972-1981 projected. (annual compound percent change)

Component	1972-1979	1980	Projected 1981
Food	9%	10%	9%
Lodging	9	14	12
Gasoline	14	39	15
Intercity rail	8	18	15
Airline fares	7	38	30
Intercity bus	9	14	11
Entertainment	6	7	8
Incidentals	6	9	8
Travel Price Index	10%	21%	14%

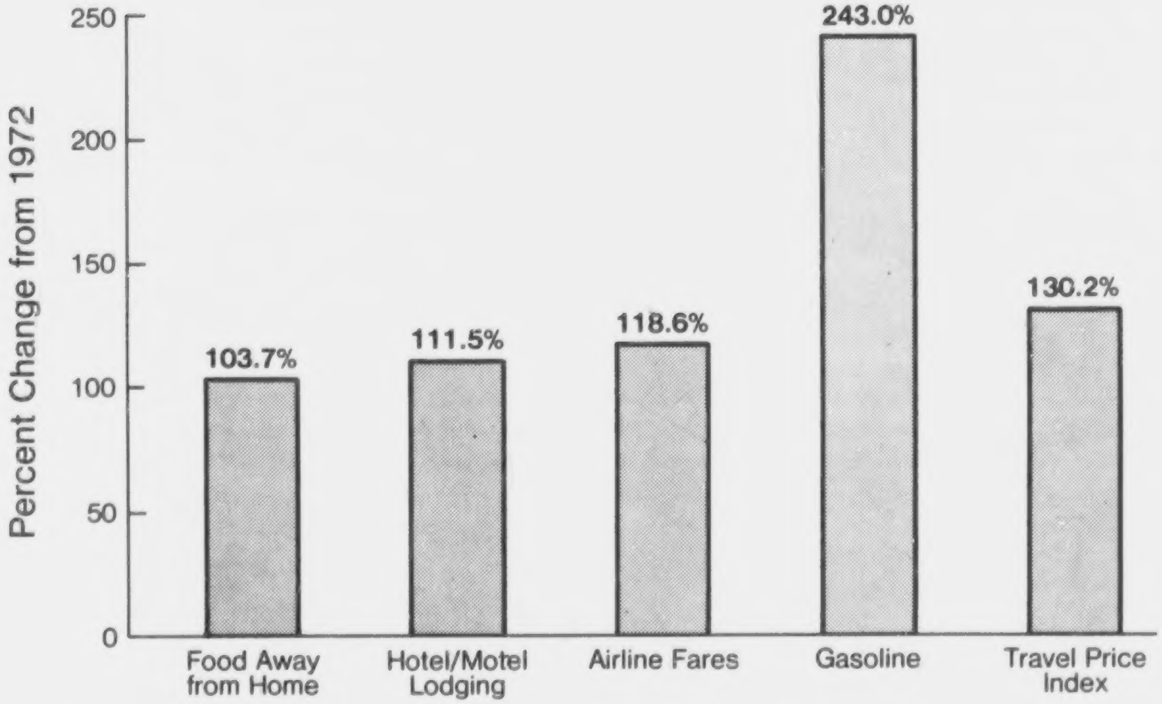
Source: U.S. Travel Data Center, based on U.S. Bureau of Labor Statistics data.

Also indicated in Figure 3B, other travel prices have risen as well. All components shown grew faster than the Consumer Price Index over this period (up 97 percent).

Consumers continually alter their choices in response to relative price inflation among the items they buy and changes in their incomes. If travel costs rise faster than other consumer items, and faster than their budgets, they will eventually be forced to cut back on travel. The changes in real industry receipts discussed in Chapter II suggest travel demand rises slowly when travel prices soar.

The industry would do well to evaluate their pricing policies and look to innovative ways to increase efficiency and keep costs from rising rapidly. It should also encourage public policies that will reduce inflation and expand real growth of the U.S. economy.

FIGURE 3B
GASOLINE HAS LED TRAVEL PRICE SURGE SINCE 1972



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 3A.*

IV. TRAVEL AS AN ENGINE OF EMPLOYMENT

As discussed in Chapter II, travel away from home in the U.S. is a major economic activity which directly generated 4.3 million jobs, nearly five percent of total employment in 1980.

The travel industry is outperforming the overall U.S. economy in creating job opportunities. Since 1958, the earliest year for which data are available, payroll jobs in travel-related business establishments have increased 184 percent (Figure 4A). This more than twice as fast as the growth in total U.S. payroll employment over this period.

The travel industry contributed more than ten percent of the 39 million new jobs created over these two decades. Its share of total non-agricultural payroll employment rose from 4.3 percent in 1958 to nearly 7 percent in 1980. There are few sectors of the U.S. economy that can boast of such a record.

Figure 4A also indicates that while total U.S. employment actually fell for the years 1961 and 1975, the travel industry consistently produced more jobs every year than the year before. The counter-recessionary nature of travel industry employment is highlighted in Figure 4B.

The 1980 economic recession began in January. By July, the economy had reached its trough, and U.S. payroll employment was down nearly 200 thousand jobs from the previous year. Travel industry employment, on the other hand, was more than 300 thousand jobs above its year-earlier level at this point. The industry contributed 35 percent of the new jobs created in 1980.

The travel industry has shown similar counter-recessionary employment behavior in previous recessions, continuing to create more jobs even while total employment in the economy declines.

Minority groups and women have generally registered higher unemployment rates than the overall average for all U.S. workers. These Americans have traditionally found it more difficult than others to find jobs.

Table IV-1: Minority Group and Female Share of Employment, 1980

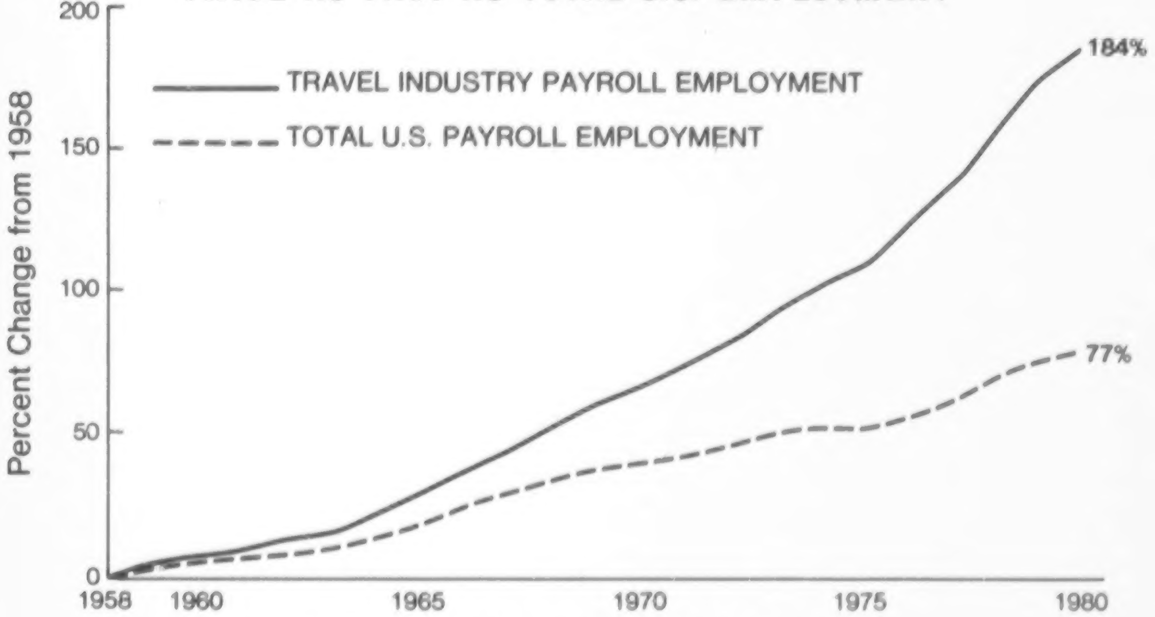
Group	Employment share in the travel industry	Employment share in all U.S. industries
Minority	12.0%	11.2%
Women	54.0	42.4

Source: U.S. Travel Data Center, Based on data from the U.S. Bureau of Labor Statistics.

The travel industry has proved itself to be a dependable source of abundant job opportunities. As indicated in Table IV-1, blacks and other minority groups account for twelve percent of all jobs in the travel industry, including air transportation, eating and drinking places, hotels and motels, and entertainment and recreation services. Women hold 54 percent of travel industry jobs, a far higher percentage than in the overall economy.

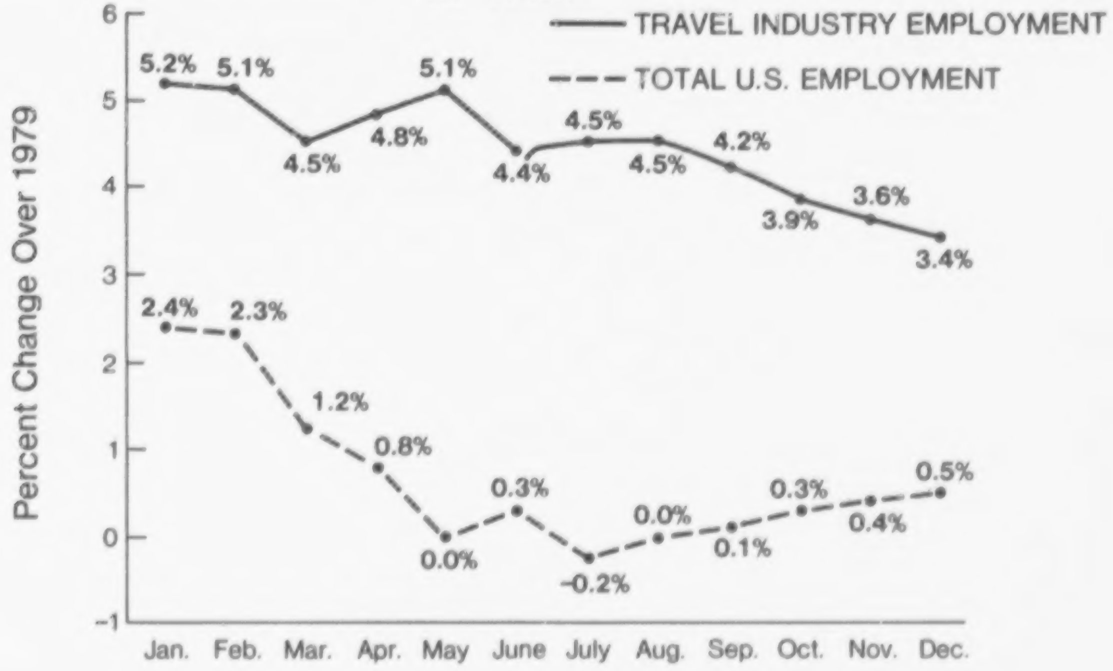
The nation has long recognized that providing job opportunities for its citizens is its top economic priority. Public officials and others charged with reducing unemployment would do well to investigate the extraordinary job-creation powers of travel and the travel industry and develop efficient ways to enhance and encourage this unique ability.

FIGURE 4A
TRAVEL INDUSTRY EMPLOYMENT HAS GROWN TWICE AS FACT AS TOTAL U.S. EMPLOYMENT



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 4A.*

FIGURE 4B
THE TRAVEL INDUSTRY EXCELLED IN CREATING NEW JOBS IN 1980



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 4B.*

V. TRAVEL AND ENERGY

Transportation is essential for U.S. travel away from home. U.S. transportation requires petroleum fuels as 97 percent of the energy it consumes. Yet travel/tourism transportation accounts for only a small share of the nation's petroleum and energy consumption.

As Figure 5A indicates, travel by all modes of transportation accounted for only 9 percent of total petroleum consumed in 1980. Automobiles and other personal motor vehicles consumed nearly one-half of the 560 million barrels of oil used in this activity. Air transportation, including general aviation and certificated air carriers in domestic passenger service, was the next largest consumer.

All modes taken together required less than one-half of the petroleum fuel that local automobile travel did. In other words, Americans could cut back on commuting, shopping and other local use of passenger vehicles by one-third and save the same amount of petroleum as would eliminating travel and tourism altogether.

Total U.S. petroleum consumption fell nearly 8 percent in 1980. Travel/tourism consumption declined one-third as much. Local auto travel petroleum consumption also dropped, but not as much as for travel and tourism (Table 5A in Appendix A).

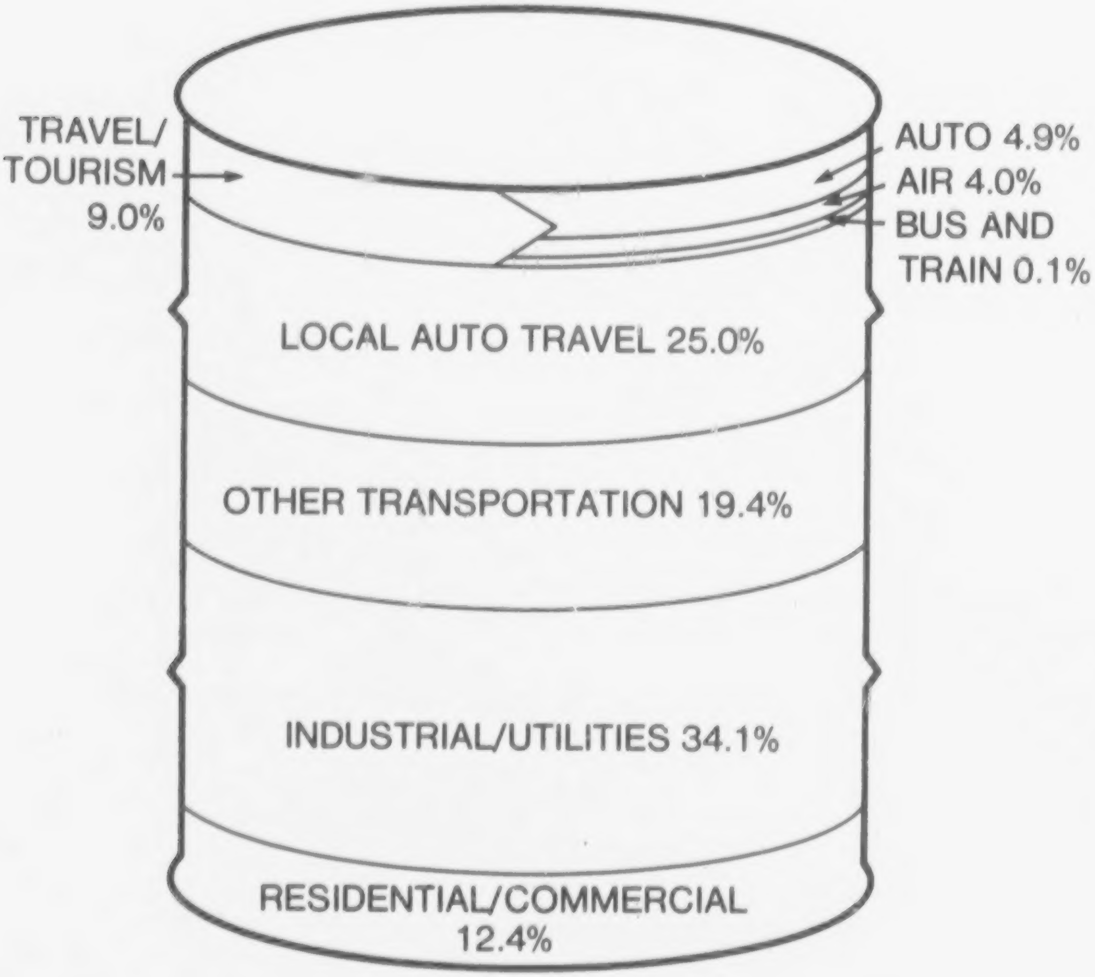
All forms of transportation comprised 53 percent of total domestic petroleum consumption in 1980. Motor gasoline consumption, down 6.5 percent for the year, accounted for 39 percent of the total.

As Figure 5B shows, travel and tourism transportation contributed only four percent of total energy consumption in 1980. This is considerably less than other major sectors.

Travel and the industry that serves it needs adequate petroleum fuel supplies to survive, yet requires very little of our annual consumption. Every barrel consumed permits $279 in travel and tourism spending in the U.S. There is one travel-generated job for every 15 gallons a day consumed by travelers in America.

In short, we devote a small amount of our energy to insure that we continue to enjoy the quality of life and the considerable income, employment and tax revenue travel and tourism in America.

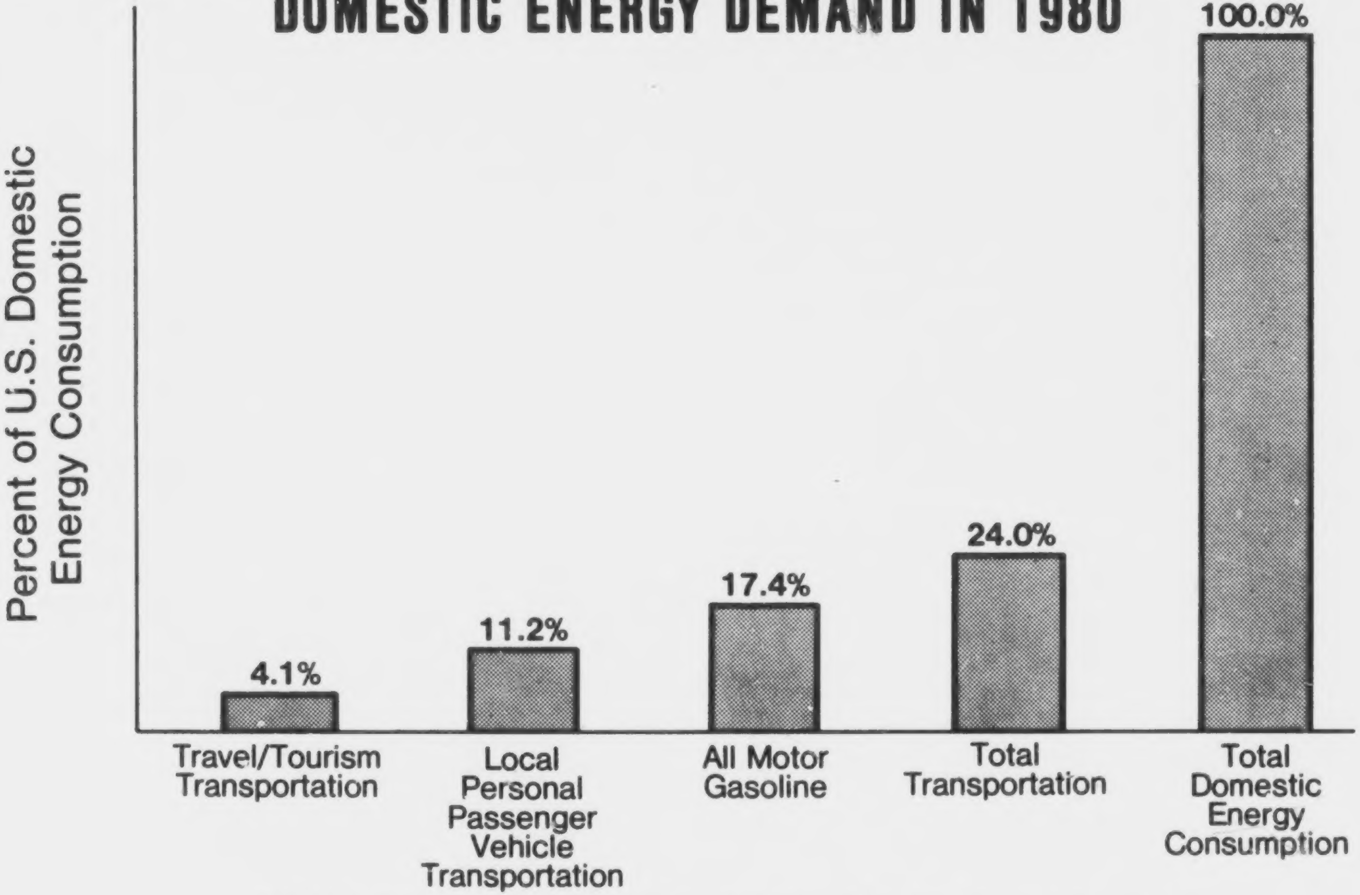
FIGURE 5A
TRAVEL AND TOURISM ACCOUNT FOR ONLY 9% OF DOMESTIC PETROLEUM CONSUMPTION



U.S. Consumption of Petroleum in 1980 was 6,224.2 Million Barrels.

SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 5A.*

FIGURE 5B
TRAVEL AWAY FROM HOME COMPRISED ONLY 4.1% OF DOMESTIC ENERGY DEMAND IN 1980



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 5B.*

VI. INTERNATIONAL TRAVEL TRENDS

The U.S. passed several international travel milestones in 1980. For one, Canadian visitors to the U.S. outnumbered U.S. travelers to Canada for the first time. For another, Mexico replaced Canada as the leading source of foreign visitor spending in the U.S. The United Kingdom replaced Japan as the major overseas source of foreign visitors. (Overseas countries are all foreign countries except Canada and Mexico.) Finally, foreign visitors to the U.S. outnumbered U.S. travelers to foreign countries for the first time since 1945.

The number of foreign visitors to the U.S. topped 22 million in 1980, nearly 11 percent more than the previous years (Table VI-1). Canada accounted for over 50 percent of all visitors, but Mexico and Venezuela posted the highest growth rates.

Table VI-1: Foreign Visitors and Expenditures in the U. S., by Selected Country of Origin, 1980 (millions)

	Visitors		Visitor expenditures	
Country of Origin	Millions	Variation from 1979	$ millions	Variation from 1979
Canada	11.385	+ 6.2%	$2,428	+16.1%
Mexico	3.200	+24.5	2,554	+36.7
United Kingdom	1.130	+21.5	469	+25.1
Japan	1.125	+ 3.3	774	+10.7
West Germany	0.680	+11.8	500	+13.6
Venezuela	0.465	+26.4	370	+ 8.8
France	0.320	+ 5.6	216	+20.0
Total U. S.	22.500	+10.7%	$10,090	+21.1%

Source: U.S. Travel Service; Bureau of Economic Analysis, U.S. Department of Commerce, Survey of Current Business, Vol. 61, No. 5 (May, 1981).

Expenditures by foreign visitors in the U.S. (excluding international transportation costs) soared 21 percent, well above the 1972-79 trend rate of 17 percent per year. Mexican visitors' spending rose nearly 40 percent, and accounted for more than one-quarter of the $10 billion total from foreign visitors in 1980. This is remarkable in light of the fact that Mexican visitors comprised only 14 percent of our foreign guests.

It is evident that Mexican visitors spend large amounts while here. In Table VI-2, the average spending per visitor is shown by country according to number of visitors in descending order. Mexican visitors spend more per capita than any of the top six nations of origin.

Table VI-2: Average Expenditure in the U.S. per Visitor from Selected Countries, 1980

Origin Country	Average
Canada	$213
Mexico	798
United Kingdom	415
Japan	688
West Germany	735
Venezuela	796
France	675
All countries	$448

Source: U.S. Travel Data Center, Table VI-1.

The number of U.S. travelers for foreign countries dropped more than 2 percent in 1980, as indicated in Table VI-3. Canada remained the number one U.S. foreign destination, garnering half of the total. Among the top seven destination countries, only the Bahamas and Italy, the two smallest in terms of U.S. visitors, showed any gains over 1979. Travel to West Germany declined nearly 9 percent.

Table VI-3: U. S. Travelers and Expenditures in Selected Foreign Countries, 1980 (millions)

	U.S. Travelers		U.S. expenditures	
Country Visited	Millions	Variation from 1979	$ millions	Variation from 1979
Canada	11.171	-0.9%	$ 1,817	+13.6%
Mexico	3.087	-1.0	2,564	+ 4.2
United Kingdom	1.580	-2.3	903	+ 9.3
France	0.888	-5.8	383	+ 7.9
West Germany	0.787	-8.9	322	+13.8
Bahamas	0.755	+8.0	262	+17.0
Italy	0.749	+4.3	360	+20.0
Total U.S.	22.365	-2.3%	$10,397	+10.5%

Note: excludes cruise travel.
Source: U.S. Travel Service; Bureau of Economic Analysis, U. S. Department of Commerce, Survey of Current Business, Vol. 61, No. 5 (May, 1981).

U.S. spending in foreign countries, disregarding international transportation costs, increased less than 11 percent, the smallest increase since 1977. The Bahamas and Italy showed the greatest gains, while U.S. travel spending in West Germany was surprisingly strong given the decline in U.S. visitors.

The average U.S. visitor to West Germany in 1980 spent 25 perpercent more than the year before. Table VI-4 shows the averages for the seven most popular U.S. destinaocuntries, in descending order. Mexico enjoyed by far the highest average, 80 percent more than the average for all countries. Canada showed the lowest average U.S. visitor spending.

Mexico also garnered the lion's share of total U.S. spending in foreign countries during 1980: nearly one-quarter of the total. However, the rate of growth over 1979 was the smallest among the top destniations shown.

Table VI-4: Average Expenditure per U.S. Traveler in Selected Foreign Countries, 1980

Country visited	Average
Canada	$163
Mexico	831
United Kingdom	572
France	431
West Germany	409
Bahamas	347
Italy	481
All countries	$465

Source: U.S. Travel Data Center, Table VI-3.

For the first time since World War,II the U.S. received more foreign visitors than it sent to foreign countries in 1980. As Figure 6A shows, we very nearly closed the spending a gap as well.

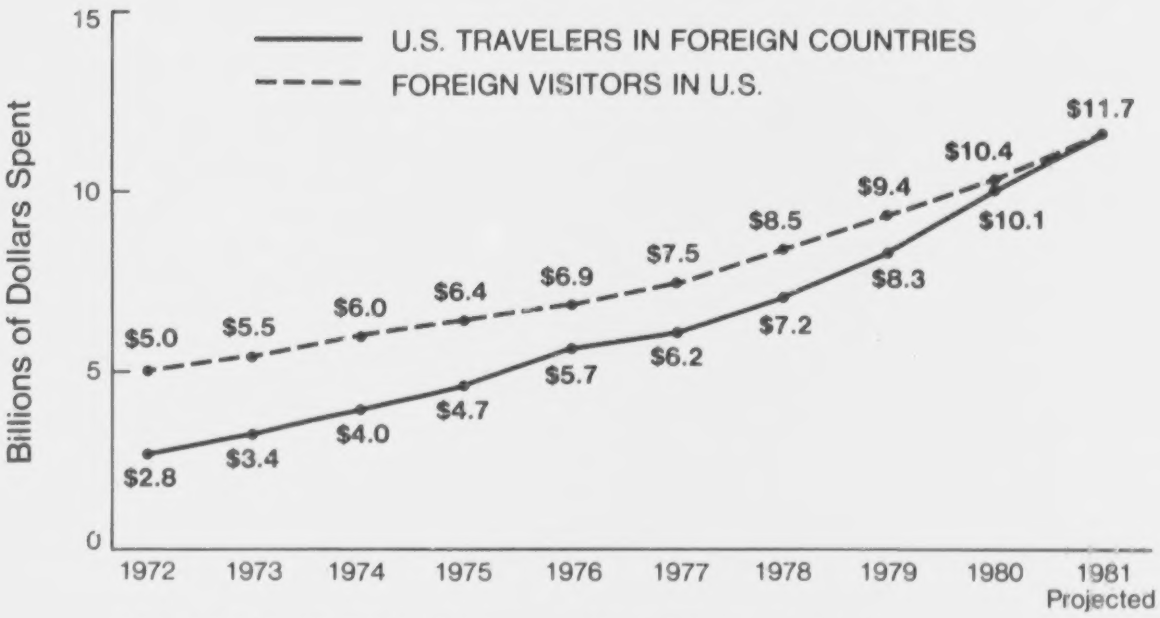
The difference of receipts from foreign travelers in this country less U.S. spending in foreign countries has persisted throughout the postwar period. However, this deficit reached a peak in 1973 and, but for a brief rise in 1977, has been declining ever since. In 1981, the U.S. Travel Service projects we will be in balance on this account.

We also have a payments account for international passenger fares. This is simply the amount U.S. carriers earn from foreign nationals less what U.S. citizens spend for traveling on foreign carriers. Progress here has been discouraging (Figure 6B).

The deficit on the international passenger fare account has proved quite stubborn over the years. The loss in 1980 was considerably higher than in 1972. We appear to have stalled at the $1.5 billion deficit level for this account.

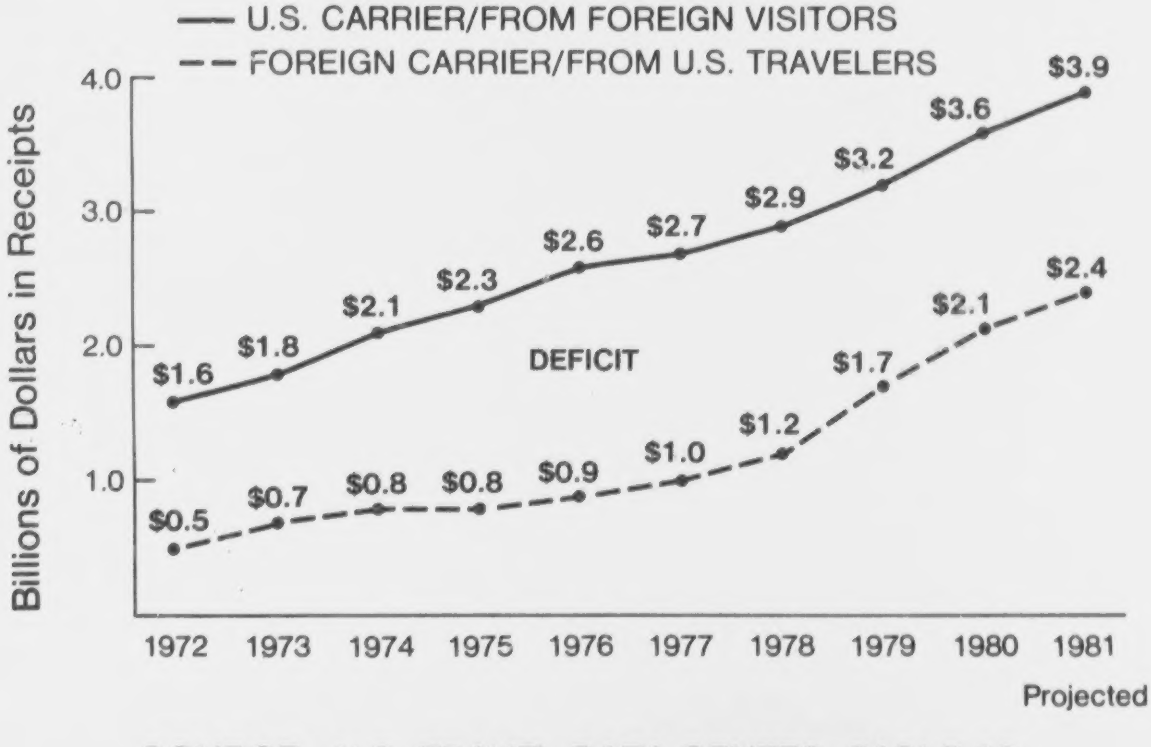
To eliminate this international deficit requires redoubled efforts to improve the ability of U.S. carriers to compete with

FIGURE 6A
THE INTERNATIONAL TRAVEL SPENDING GAP NEARLY CLOSED IN 1981



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 6A.*

FIGURE 6B
U.S. INTERNATIONAL PASSENGER FARE DEFICIT HAS NOT IMPROVED



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 6B.*

foreign carriers. The industry and public officials should recognize that impediments to U.S. carrier growth occasionally imposed by foreign governments are a major reason for the persistence of the international passenger fare deficit.

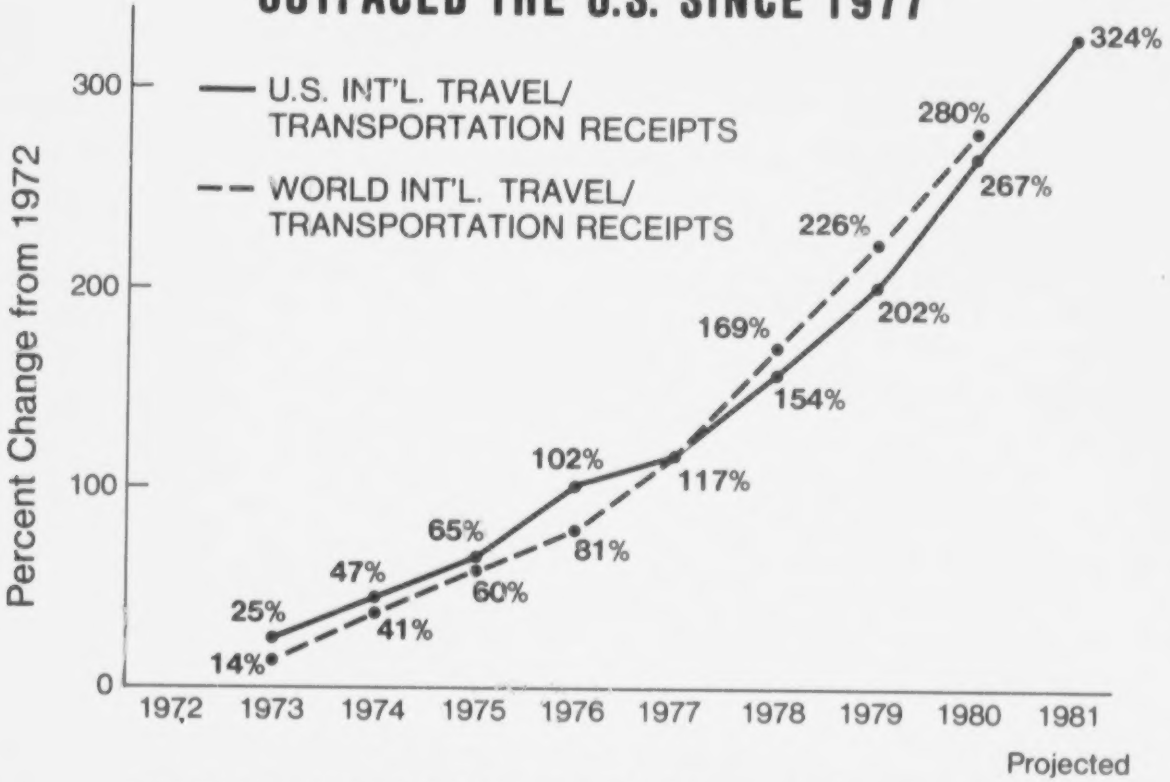
While foreign visitors and their expenditures in the U.S. have grown dramatically in recent years, this is not a cause for complacency. U.S. international travel and passenger transportation receipts have grown at a compound annual rate a full percentage point below world receipts since 1972 (Figure 6C).

Until 1977, the U.S. grew faster than the world in travel and tourism earnings and accounted for 15 percent of the world's total in 1976. Since then, we have fallen behind, garnering only 13 percent in 1980.

This is at least partially attributable to the reduction in federal government resources devoted to international travel marketing since 1977. Other national governments have recognized they have a vital and legitimate role to play in promoting inbound travel and tourism. The U.S. would do well to realize that we may continue to lose our share of the international travel market if we do not accept this reality.

FIGURE 6C

WORLD INTERNATIONAL TOURISM RECEIPTS HAVE OUTPACED THE U.S. SINCE 1977

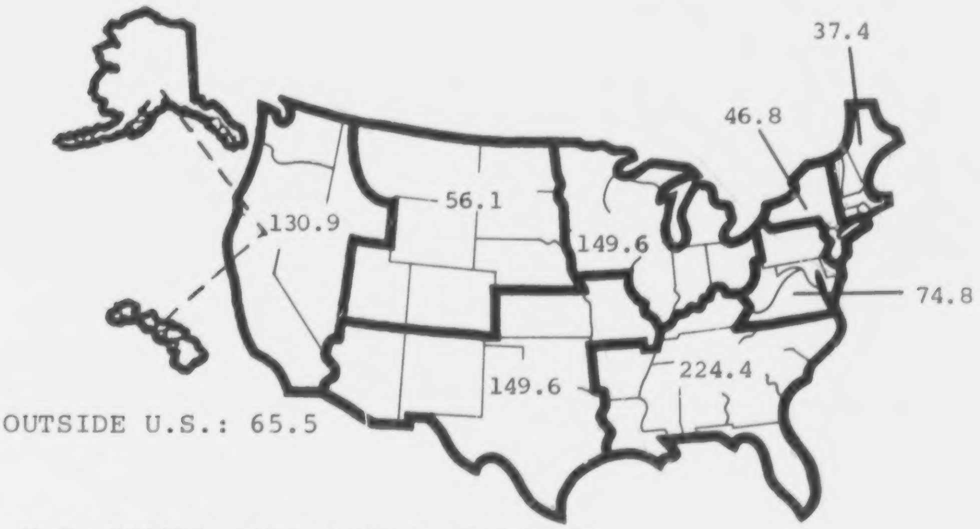


SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 6C.*

VII. REGIONAL TRAVEL PATTERNS

Americans travel all over their country. Figure 7A shows the number of U.S. travelers to each of the eight Discover America Travel Regions and foreign destinations in 1980.

FIGURE 7A: U.S. RESIDENT TRAVEL BY DESTINATION REGION, 1980
(PERSON-TRIPS, MILLIONS)



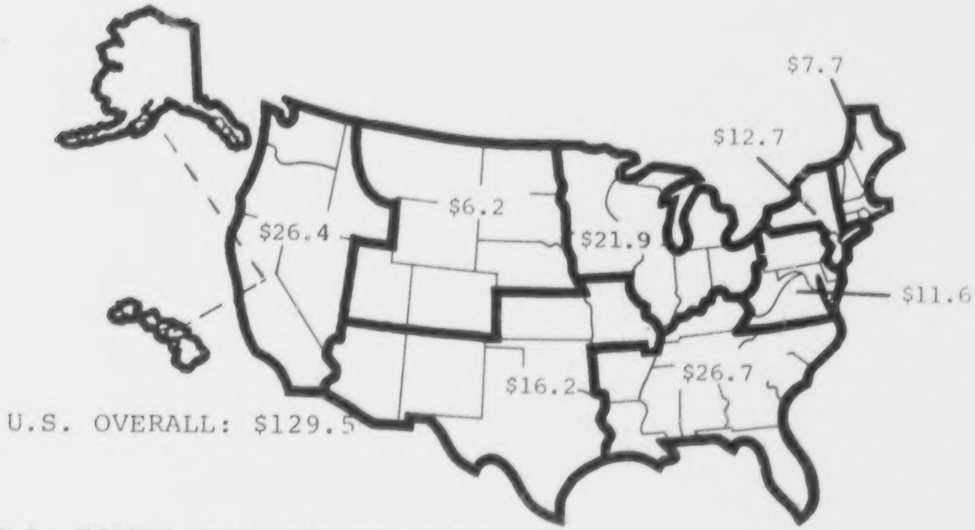
SOURCE: U.S. TRAVEL DATA CENTER, TABLE 7A

Of all the regions, The South includes the largest number of states. It is also the most popular among travelers, garnering almost one-quarter of all U.S. trips in 1980. U.S. travelers spent more than one million nights in this region during that year (Table 7A in Appendix A).

New England received the fewest U.S. travelers among the regions. However, travelers spent an average of more than five nights per trip to the region, compared to 4.6 nights for all U.S. trips. This average was exceeded only by trips to the Far West (5.6 nights per trip) and foreign destinations (8.2 nights).

Total travel expenditures in a region depend on the number of travelers, the number of days they spend on their trips, and their spending habits. As Figure 7B shows, the South and Far West each received one-fifth of the $130 billion travel expenditures in the U.S. by residents and foreign visitors during 1978. This is the most recent year for which data are available.

FIGURE 7B: TOTAL TRAVEL EXPENDITURES BY U.S. AND FOREIGN VISITORS, BY TRAVEL REGION, 1978 ($ BILLIONS)



SOURCE: U.S. TRAVEL DATA CENTER, TABLE 7B

The South clearly led in U.S. travel expenditures for the year, but the Far West topped all in the $2.7 billion spent by foreign visitors (see Table 7B in Appendix A). Although New England was last in attracting U.S. travelers, it surpassed the Mountain West region in total travel expenditures.

The economic benefits of travel and tourism in the U.S. are far-reaching. The U.S. Travel Data Center has conducted studies of the travel expenditures and the employment, payroll and tax revenue generated by them in nearly 1,300 different counties in the U.S. since 1978. In only two of these counties was it determined that travel made no measurable economic contribution. There are few industries in the nation that can boast of such widespread benefits.

One of the most important benefits of travel and tourism is the employment this activity supports. Table VII-1 shows the number of jobs directly generated by U.S. and foreign visitor travel expenditures during 1978, the most recent year available.

The South leads the other seven regions with nearly one million travel-generated jobs. Travel and tourism provide nearly six percent of all payroll jobs in the region.

Of all regions, however, the Mountain West, is the most dependent on travel for employment opportunities. One out of every thirteen payroll jobs in this region is attributable to traveler spending.

Table VII-1: Employment Generated by U.S. and Foreign Travel Expenditures, by Travel Region, 1978

TRAVEL REGION	Travel-generated employment (thousands)	Share of total payroll employment (percent)
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	266	5.1%
Eastern Gateway: New Jersey, New York	382	3.8
G. Washington Country: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	378	3.8
South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississipi, North Carolina, South Carolina, Tennessee	931	5.8
Great Lakes: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin	757	3.9
Mountain West: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming	249	7.7
Frontier West: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas	551	5.2
Far West: Alaska, California, Idaho, Nevada, Oregon, Washington, Hawaii	827	6.4
U.S. Overall	4,376	5.0%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center's Travel Economic Impact Model, includes overnight trips and day-trips to places 100 miles or more away from home.

The major industrial regions of the U.S., the Eastern Gatway, George Washington Country, and Great Lakes Country, show the least dependence on travel for employment. However, even these regions have a significant stake in travel and tourism for providing job opportunities.

Travel can be a powerful force for economic development, particularly in certain regions of America. By the same token, these regions would suffer disproportionate economic loss should policies be adopted that inhibit or discourage the healthy growth of travel and tourism in America.

VIII. CONCLUSION

Travel away from home is a widespread American activity. People from all walks of life, during all seasons of the year, travel to destinations all over the country. They travel on business, for pleasure, and to attend to personal affairs.

While traveling away from home, Americans purchase transportation, gasoline, lodging, food, entertainment, recreation, and a myriad of incidental items. In so doing, they begin an economic chain that provides businesses with receipts, employees with income, and governments with tax revenue.

The industry that serves the traveler is diverse and inconspicous. It is not concentrated in a single region of the country nor is it characterized by large plants with towering smokestacks. Rather, the travel industry operates in every state, city and town in the nation. It comprises the airline terminal, the highway motel, the travel agent down the block, and a host of businesses that do not recognize their dependence on travelers because they are indistiguishable from other customers.

So despite its being the third largest retail or service industry in the country, the travel industry is often overlooked when governments form economic policies, or allocate energy, or alter regulations. It is often overlooked when citizens vote on tax and zoning referenda. It is often overlooked when investors search for projects with growth potential.

By this disregard, we as a nation run the risk of denying millions of Americans the opportunity to travel for recreation or to earn a living. We also run the risk of damaging an industry that has demonstated an extraordinary ability to create jobs, through good times and bad, for the very people who need jobs the most. Our neglect of travel and the travel industry could worsen our balance of payments as well and choke off the growing flow of foreign visitors with the international exchange that helps keep our inflation down.

The last decade has demonstrated the power of travel to provide economic benefits and its vulnerability to serve inflation and economic recession. Policies that encourage stable prices and a growing economy will help the industry provide the kind of travel experience Americans demand.

But most of all, the industry is vulnerable to petroleum shortages. Although its energy requirements are insignificant compared to other sectors, travel away from home must have adequate petroleum fuel supplies to survive. Policies that restrict the travel industry's access to petroleum in a discriminatory manner can needlessly throw thousands out of work, rob governments of millions in tax revenue, and disproportionately depress many regions of our country.

The first step toward assuring that travel and the travel industry are permitted to provide the jobs, income and quality of life Americans deserve is to understand the role of travel in the U.S. economy. We hope these pages contribute to growth of this understanding.

APPENDIX A: BASIC TRAVEL DATA

Table 2A: Business Receipts of Selected U.S. Travel Industry Sectors, 1972-1981 Projected

($ billions)

Sector	1972	1973	1974	1975	1976	1977	1978	1979	1980	Projected 1981
Transportation										
Air	$ 7.686	$ 8.518	$ 9.903	$ 10.301	$ 12.104	$ 13.773	$ 15.753	$ 18.931	$ 23.302	$ 28.200
Bus	.974	1.023	1.152	1.172	1.232	1.331	1.420	1.655	1.947	2.200
Rail	.163	.202	.257	.253	.287	.310	.321	.398	.427[1]	.520
Lodging										
Hotel, motels	10.027	10.955	11.757	13.002	15.129	16.413	19.443	22.226	23.638	25.100
Food Service										
Eating and drinking places	36.180	40.402	44.673	51.067	57.211	63.276	69.145	75.139	86.481	95.100
Entertainment/Recreation										
Amusement and recreation services	13.378	14.120	16.695	18.047	20.748	22.803	23.224	25.750	28.327	32.300
Travel industry	$ 68.408	$ 75.220	$ 84.437	$ 93.842	$106.711	$117.906	$129.306	$144.099	$164.122	$183.420
Gross national product	$1,185.9	$1,326.4	$1,434.2	$1,549.2	$1,718.0	$1,918.0	$2,156.1	$2,413.9	$2,626.1	$2,942.2

Source: U. S. Travel Data Center, based on data from the Civil Aeronautics Board, American Bus Association, Amtrak, U. S. Bureau of Economic Analysis, U. S. Department of Commerce, U. S. Bureau of the Census.

[1] FY 80 October 1 - September 30.

Table 2B: Business Receipts of Selected U.S. Travel Industry Sectors in 1972 Dollars, 1972-1981 Projected

($ billions)

Sector	1972	1973	1974	1975	1976	1977	1978	1979	1980	Projected 1981
Transportation										
Air	$ 7.686	$ 8.230	$ 8.434	$ 8.581	$ 9.551	$ 10.298	$11.850	$13.420	$12.819	$ 12.400
Bus	.974	1.016	1.066	.978	.966	.989	.978	1.047	1.066	1.100
Rail	.163	.206	.234	.212	.234	.228	.228	.266	.250	.260
Lodging										
Hotels, motels	10.027	10.504	10.478	10.797	11.611	11.647	12.130	11.999	11.175	10.600
Food Service										
Eating and drinking places	36.180	37.459	36.742	38.410	40.303	41.415	41.506	40.555	42.463	42.900
Entertainment/Recreation										
Amusement and Recreation services	13.378	12.931	15.289	15.529	17.141	16.703	16.988	17.610	18.028	19.000
Travel industry	68.408	70.346	72.243	74.507	79.806	81.280	83.680	84.897	85.801	86.260
Gross national product	$1,185.9	$1,255.0	$1,248.0	$1,233.9	$1,300.4	$1,371.7	$1,436.9	$1,483.0	$1,480.7	$1,518.0

Source: U.S. Travel Data Center, based on data from the Civil Aeronautics Board, American Bus Association, Amtrak, U.S. Bureau of the Census, the U.S. Bureau of Labor Statistics, and the U.S. Bureau of Economic Analysis.

Table 2C: U.S. Domestic Intercity Transportation Activity, 1972-1981 Projected

(billions of passenger-miles)

Mode	1972	1973	1974	1975	1976	1977	1978	1979	1980	Projected 1981
Common carriers										
Certificated air	121.8	130.5	133.7	136.0	151.4	163.2	187.8	212.7	203.2	197.1
Bus	25.6	26.4	27.7	25.4	25.1	25.7	25.4	27.2	27.7	28.5
Amtrak	3.0	3.8	4.3	3.9	4.3	4.2	4.2	4.9	4.6	4.8
Total	150.4	160.7	165.7	165.3	180.8	193.1	217.4	244.8	235.5	230.4
Auto/truck/RV	987.9	1,017.4	981.7	1,024.4	1,102.1	1,151.6	1,192.1	1,166.5	1,137.9	1,183.0
Total All Modes	1,138.3	1,178.0	1,147.3	1,189.7	1,282.9	1,344.7	1,409.5	1,411.3	1,373.4	1,413.8

Source: U.S. Travel Data Center, based on data from the Civil Aeronautics Board, American Bus Association, Amtrak, and the Federal Highway Administration.

Note: Details may not add to totals due to rounding.

Table 3A: Travel Price Index and Its Components, 1972-1981 Projected

(1967 = 100)

Component	1972	1973	1974	1975	1976	1977*	1978	1979	1980	Projected 1981
Transportation										
Airline fares	130.3	134.7	145.9	159.0	172.2	182.0	190.6	205.8	284.8	370.0
Bus fares	140.1	145.7	161.0	186.0	196.9	223.5	240.2	260.0	297.1	319.0
Rail fares	124.5	122.8	135.2	151.5	165.3	180.6	194.6	212.4	250.1	288.0
Gasoline	107.6	118.1	159.9	170.8	177.9	188.2	196.3	265.6	369.1	424.0
Lodging										
Hotel/motel	132.7	138.4	148.9	159.8	172.9	187.0	212.7	245.8	280.7	314.0
Food Service										
Food away from home	131.1	141.4	159.4	174.3	186.1	200.3	218.4	242.9	267.0	291.0
Entertainment/Recreation										
Recreation services	128.3	132.3	140.1	149.1	155.3	166.2	175.4	187.6	201.6	218.0
Incidentals	115.1	118.0	125.6	132.9	137.4	161.5	168.7	178.0	193.3	209.0
Travel Price Index	123.0	130.0	148.9	160.2	169.9	187.8	203.3	234.3	283.2	323.0
Consumer Price Index	125.3	133.1	147.7	161.2	170.5	181.5	195.4	217.4	246.8	271.0

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*Consumer Price Index revised beginning with 1977; data for 1977 and subsequent years are not strictly comparable with earlier years.

Source: U.S. Travel Data Center, based on U.S. Bureau of Labor Statistics data.

Table 4A: Payroll Employment for Selected Travel Industry Sectors, 1958-1980

(thousands)

Sector	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
Intercity highway passenger transportation	43.0	41.4	40.5	40.9	41.3	40.8	42.1	41.8	41.9	43.8	43.2	43.2
Air transportation	165.2	179.3	191.2	195.7	196.9	201.7	212.6	229.0	248.3	298.2	329.2	352.9
Eating and drinking places	1,528.9	1,602.9	1,654.3	1,664.8	1,720.5	1,747.9	1,848.1	1,987.9	2,117.9	2,191.4	2,308.8	2,465.7
Hotels, motels and tourist courts	492.8	511.7	530.8	543.9	559.2	566.6	592.6	609.6	638.8	653.4	676.8	703.2
Travel industry	2,229.9	2,335.3	2,416.8	2,445.3	2,517.9	2,557.0	2,695.4	2,868.3	3,046.9	3,186.8	3,358.0	3,565.0
Total U.S.	51,324	53,268	54,189	53,999	55,549	56,653	58,283	60,765	63,901	65,803	67,897	70,384

Source: U.S. Department of Labor, Bureau of Labor Statistics, Employment and Earnings, United States, 1909-78, (July, 1979), Supplement to Employment and Earnings, Revised Establishment Data (Jan., 1977-Mar., 1980) (September, 1980), Employment and Earnings (March, 1981).

Table 4A: Payroll Employment for Selected Travel Industry Sectors, 1958-1980 (Continued)

(thousands)

Sector	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Intercity highway passenger transportation	43.4	43.5	42.0	41.3	42.4	39.9	39.6	37.4	36.1	37.4	40.8
Air transportation	351.7	344.6	348.3	365.7	367.8	362.8	373.8	386.3	407.9	437.0	451.4
Eating and drinking places	2,575.6	2,700.4	2,860.2	3,053.8	3,231.2	3,379.5	3,656.2	3,948.6	4,277.2	4,580.4	4,818.2
Hotels, motels and tourist courts	717.4	737.6	774.9	807.7	823.5	849.5	885.2	913.0	945.6	1,012.4	1,027.7
Travel industry	3,688.1	3,826.1	4,025.4	4,268.5	4,464.9	4,631.7	4,954.8	5,285.3	5,666.8	6,067.2	6,338.1
Total U.S.	70,880	71,214	73,675	76,790	78,265	76,945	79,382	82,471	86,697	89,886	90,657

Table 4B: Payroll Employment for Selected Travel Industry Sectors, 1980 Monthly

(thousands)

Sector	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Intercity highway passenger transportation	38.5	37.7	37.9	39.4	40.5	41.9	43.3	44.6	43.3	40.9	40.5	41.3
Air transportation	453.4	452.7	447.9	452.9	455.1	453.8	455.0	456.4	449.0	446.6	443.5	446.6
Eating and drinking places	4,502.3	4,533.4	4,604.1	4,779.1	4,898.5	4,944.9	4,944.9	4,984.1	5,005.7	4,893.1	4,872.5	4,855.5
Hotels, motels and tourist courts	938.6	948.5	979.9	1,024.7	1,054.5	1,090.6	1,118.8	1,122.7	1,084.4	1,024.4	981.8	962.9
Amusement and recreation services	611.3	625.4	677.7	724.7	784.7	842.2	854.2	850.4	792.3	708.7	668.8	677.0
Travel industry	6,544.1	6,597.7	6,747.5	7,020.8	7,233.3	7,373.4	7,416.2	7,458.2	7,374.7	7,113.7	7,007.1	6,983.3
Total U.S.	89,630	89,781	90,316	90,761	90,849	91,049	89,820	90,072	90,729	91,332	91,693	91,846

Source: U.S. Department of Labor, Bureau of Labor Statistics, Supplement to Employment and Earnings, Revised Establishment Data (Jan., 1977-Mar., 1980) (September, 1980), Employment and Earnings (March, 1981).

Table 4C: Payroll Employment for Selected Travel Industry Sectors, 1979 Monthly

(thousands)

Sector	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Intercity highway passenger transportation	35.5	34.2	34.4	35.4	36.5	37.8	39.5	40.3	39.7	38.3	38.2	39.1
Air transportation	427.0	430.4	434.7	402.6	408.8	443.9	444.9	449.8	448.8	448.0	450.6	453.9
Eating and drinking places	4,206.5	4,237.3	4,346.4	4,534.6	4,647.0	4,706.2	4,715.6	4,759.0	4,792.8	4,684.5	4,665.7	4,669.1
Hotels, motels and tourist courts	931.4	944.8	977.6	1,008.4	1,035.9	1,071.9	1,094.7	1,092.5	1,052.7	1,006.3	976.1	956.0
Amusement and recreation services	618.3	633.2	664.7	715.4	755.4	802.4	804.0	794.4	740.4	667.3	630.2	633.9
Travel industry	6,218.7	6,279.9	6,457.8	6,696.4	6,883.6	7,062.2	7,098.7	7,136.0	7,074.4	6,844.4	6,760.8	6,752.0
Total U.S.	87,514	87,751	88,654	89,233	90,081	90,914	90,018	90,093	90,629	91,062	91,288	91,394

Source: U. S. Department of Labor, Bureau of Labor Statistics, Supplement to Employment and Earnings, Revised Establishment Data (Jan., 1977-Mar., 1980) (September, 1980), Employment and Earnings (March, 1981).

Table 5A: U.S. Travel/tourism Transportation Consumption of Petroleum, 1979-80

(millions of barrels)

Sector	1979	1980p	1980 percent Distribution	1980/79 percent change
Travel/tourism				
Certificated air[1]	221.2	215.8	3.5%	- 2.5%
General aviation[2]	32.0	34.1	0.5	+ 6.6
Intercity bus[3]	3.0	3.1	*	+ 2.5
Amtrak[4]	2.2	1.9	*	-12.5
Auto/truck/RV/motorcycle[5]	319.2	307.1	4.9	- 3.8
Total	577.6	561.9	9.0	- 2.7
Local personal passenger vehicle transportation[5]	1,591.1	1,558.0	25.0	- 2.1
Other Transportation[5]	1,396.0	1,205.5	19.4	-13.6
Total transportation[6]	3,564.7	3,325.4	53.4	- 6.7
Industrial[6]	1,761.1	1,646.3	26.4	- 6.5
Residential and commercial[6]	888.0	774.9	12.4	-12.7
Electric utilities[6]	543.2	478.4	7.7	-11.9
TOTAL PETROLEUM CONSUMPTION[6]	6,757.0	6,224.2	100.0	- 7.9

Note: details may not add to totals due to rounding.
* less than .05 percent. p = preliminary
Source: U.S. Travel Data Center

[1] Civil Aeronautics Board. [2] Federal Aviation Administration. [3] American Bus Association for Class I intercity carriers. [4] Amtrak. [5] Estimated by the U.S. Travel Data Center based upon the 1977 Nationwide Personal Transportation Study and Federal Highway Administration data. [6] U.S. Department of Energy, Monthly Energy Review, May, 1981.

Table 5B: U.S. Domestic Consumption of Energy, 1979-1980

(quadrillion Btu)

	1979	1980
Travel/tourism transportation	3.128	3.039
Local personal passenger vehicle transportation	8.616	8.427
Motor Gasoline	13.487	12.649
Transportation	19.950	18.628
Total domestic energy consumption	78.968	76.201

Source: U. S. Travel Data Center, based on data from Table 5A and U. S. Department of Energy, Monthly Energy Review, May, 1981.

Table 6A: U.S. International Travel Receipts, Payments and Balance, 1972-1981 Projected

($ millions)

	1972	1973	1974	1975	1976	1977	1978	1979	1980	Projected 1981
Receipts from foreign visitors in the U.S.	$ 2,817	$ 3,412	$ 4,032	$ 4,697	$ 5,742	$ 6,150	$ 7,186	$ 8,335	$10,090	$11,650
Payments of U.S. travelers in foreign countries	5,042	5,526	5,980	6,417	6,856	7,451	8,475	9,413	10,397	11,650
Balance on travel receipts less payments	-2,225	-2,114	-1,948	-1,720	-1,114	-1,301	-1,289	-1,078	- 307	0
World international travel receipts	$24,200	$27,600	$34,100	$38,600	$43,700	$52,400	$65,100	$79,000	$92,000	N/A

Source: Bureau of Economic Analysis, U.S. Department of Commerce, Survey of Current Business, Vol. 60, No. 5 and Vol. 61, No. 5; 1981 projection from U.S. Travel Service, U.S. Department of Commerce

N/A: not available.

Table 6B: U.S. International Passenger Fare Receipts, Payments and Balance, 1970-1981 Projected

($ millions)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	Projected 1981
U. S. passenger fare receipts from foreign travelers	$ 377	$ 425	$ 494	$ 718	$ 813	$ 767	$ 937	$1,025	$1,238	$1,677	$2,053	$2,400
U.S. passenger fare payments to foreign carriers	1,215	1,290	1,596	1,790	2,095	2,263	2,568	2,748	2,896	3,184	3,607	3,900
Balance of passenger fare receipts less payments	- 838	- 865	-1,102	-1,072	-1,282	-1,496	-1,631	-1,723	-1,658	-1,507	-1,554	-1,500

Source: Bureau of Economic Analysis, U.S. Department of Commerce, Survey of Current Business, Vol. 60, No. 5 and Vol. 61, No. 5; 1981 projections from U.S. Travel Service, U.S. Department of Commerce

Table 6C: Total U.S. and World Receipts from International Travel and Transportation, 1972-1981 Projected

($ billions)

	1972	1973	1974	1975	1976	1977	1978	1979	1980	Projected 1981
U. S. International Travel and Passenger Fare Receipts	$3.31	$4.13	$4.85	$5.46	$6.68	$7.18	$8.42	$10.01	$12.14	$14.05
World International Travel and Passenger Fare Receipts	$24.2	$27.6	$34.1	$38.6	$43.7	$52.4	$65.1	$ 79.0	$ 92.0	N/A

Source: Bureau of Economic Analysis, U.S. Department of Commerce, Survey of Current Business, Vol. 60, No. 5 and Vol. 61, No. 5; World Tourism Organization

N/A: not available

Table 7A: U.S. Resident Travel by Destination Region, 1980 (millions)

Travel Region	Person-trips	Person-nights
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	37.4	191
Eastern Gateway: New Jersey, New York	46.8	187
G. Washington Country: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	74.8	277
South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee	224.4	1,032
Great Lakes: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin	149.6	539
Mountain West: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming	56.1	275
Frontier West: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas	149.6	569
Far West: Alaska, California, Idaho, Nevada, Oregon, Washington, Hawaii	130.9	694
Outside U.S.	65.5	537
Total	935.1	4,301

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center, National Travel Survey, includes only trips to places 100 miles or more away from home.

Table 7B: Travel Expenditures by U.S. and Foreign Visitors, by Travel Region, 1978.
($ billions)

Travel Region	U.S. Travel expenditures	Foreign visitor expenditures	Total travel expenditures
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	$ 7.3	$0.4	$ 7.7
Eastern Gateway: New Jersey, New York	11.5	1.2	12.7
G. Washington Country: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	11.3	0.3	11.6
South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Tennessee	25.5	1.2	26.7
Great Lakes: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin	21.5	0.4	21.9
Mountain West: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming	6.0	0.2	6.2
Frontier West: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas	15.6	0.6	16.2
Far West Alaska, California, Idaho, Nevada, Oregon, Washington, Hawaii	23.7	2.7	26.4
U.S. Overall	$122.6	$6.9	$129.5

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center's Travel Economic Impact Model, includes overnight trips and day-trips to places 100 miles or more away from home.

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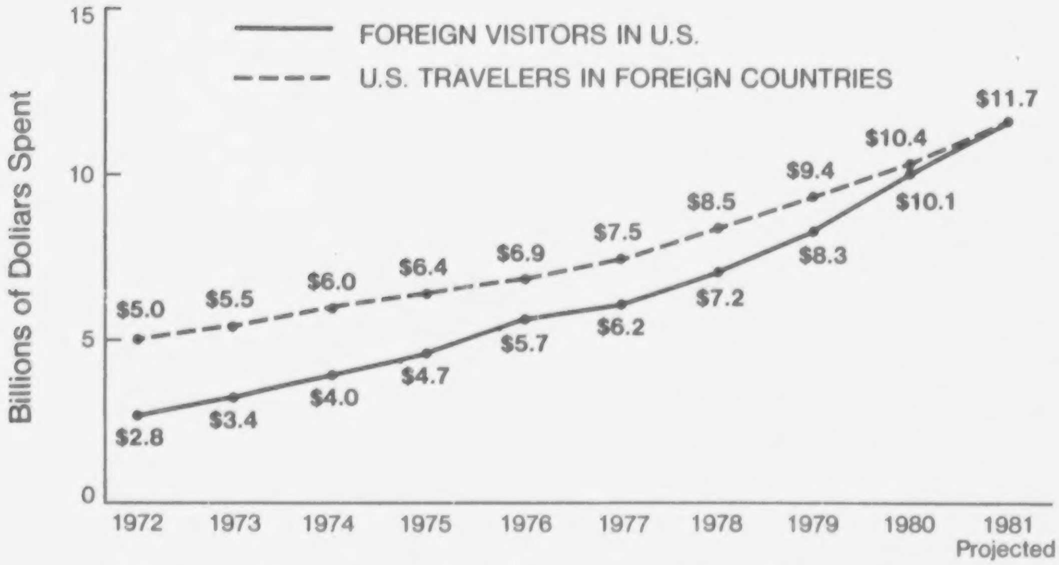
The 1980-81 Economic Review of Travel in America

ERRATA

Figures 6A and 6B should be corrected as follows: In Figure 6A on page 26, the solid and broken lines in the legend should be reversed. Following is the correct version:

FIGURE 6A
THE INTERNATIONAL TRAVEL SPENDING GAP NEARLY CLOSED IN 1980

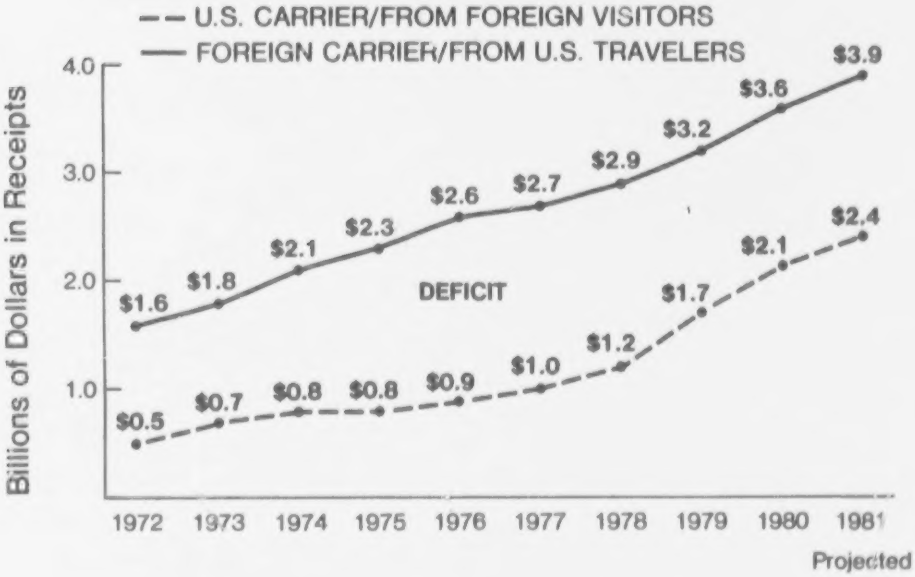


SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 6A.*

continued . . .

In figure 6B on page 26, the solid and broken lines in the legend should be reversed. The correct version follows:

FIGURE 6B
U.S. INTERNATIONAL PASSENGER FARE DEFICIT
HAS NOT IMPROVED



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 6B.*

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Washington, D. C.

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The United States Travel Data Center is the national, nonprofit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

Dr. Douglas C. Frechtling, Director

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EXECUTIVE SUMMARY

The 1981-82 Economic Review of Travel in America

- U.S. and foreign travelers spent $191 billion in the U.S. during 1981, an eleven percent increase over 1980.
- Travel spending in American directly generated 4.6 million jobs in 1981, paying $40 billion in wages and salaries and producing $18 billion in federal, state and local tax revenue.
- If viewed as a single retail industry, the travel and tourism sector became the second largest retail industry in 1981 business receipts, after food stores.
- Total sales of the travel industry rose less than our gross national product in 1981, for the first time in three years.
- Travel price inflation fell by one-third in 1981, and is projected to drop to 8 percent in 1982.
- Travel industry employment continued to outpace the overall economy during the recession year of 1981, and accounted for 18 percent of all new jobs created.
- Petroleum consumed in traveling away from home in the U.S. fell 2.3 percent in 1981, and accounted for less than four percent of total energy consumption.
- For the first time in the postwar period, the U.S. enjoyed a surplus in international travel payments during 1981, but the deficit on international passenger fares widened.
- U.S. and foreign travelers spend more in the Far West than in any other region, but the South leads in the number of jobs generated by this spending.

TABLE OF CONTENTS

CHAPTER		Page
I	INTRODUCTION	1
II	TRAVEL ACTIVITY AND INDUSTRY TRENDS	5
III	TRAVEL PRICE INFLATION	17
IV	TRAVEL AS AN ENGINE OF EMPLOYMENT	21
V	TRAVEL AND ENERGY	25
VI	INTERNATIONAL TRAVEL TRENDS	28
VII	REGIONAL TRAVEL PATTERNS	37
VIII	CONCLUSION	41
APPENDIX A	BASIC TRAVEL DATA	43
APPENDIX B	RESOURCES	61

I. INTRODUCTION

In 1981, the U.S. Travel Data Center released The 1980-81 Economic Review of Travel in America, the first issue of what was planned to be a series of annual reports on the role of travel and tourism activity in the American economy. In that first issue, travel's economic contributions, developments in the industry that services travel away from home, and the effects of economic developments on travel were all discussed through analysis of the best available current data.

This new, 1981-82 edition up-dates the earlier report and adds new information on economic aspects of travel to, from and within the United States.

Travel

The subject of this report is travel away from home. Over the years there has been considerable discussion of the appropriate definition of this activity, and a consensus appears to be forming around the one advanced by the National Tourism Resources Review Commission in 1973: trips of 50 one-way miles or more for any purpose except commuting to and from work.

In practice, few studies have incorporated this definition. It is more common to measure U.S. travel 100 miles or more away from home; or overnight stays away from home; or national, state or local border crossings. The travel activity data discussed in this report reflect these differences but have been chosen to approximate the consensus definition as closely as feasible.

The word, "tourism," is avoided in this report as being a confusing term. While it is often used to denote travel away from home in many parts of the world, in American parlance, it connotes travel for pleasure only. When the term does arise herein, it is as a synonym for travel away from home, to emphasize that we are interested in tourism-type travel, rather than local traffic.

Travel Industry

Travelers participate in a number of different activities when they are away from home. They purchase public transportation, gasoline, food, lodging, entertainment, recreation, and a number of other incidental goods and services. U.S. businesses provide these items to travelers and to local residents and others as well.

Businesses are commonly grouped together into industries by the type of product they produce. Consequently, travelers patronize a number of different industries as conventionally defined.

For this reason, we cannot define a "travel industry" as such. We can, however, develop a spectrum of types of U.S. businesses based upon their dependence on traveler expenditures for business receipts. In the U.S., "primary travel-related businesses," those which depend upon travel expenditures for more than one-third of total sales receipts, include intercity bus, rail and air passenger carriers; eating and drinking places; hotels, motels and motor hotels; campgrounds and transient trailer parks; car rental firms; and amusement and recreation services. By charting trends in this group of businesses, we can infer trends and conditions in the "travel industry" as a whole.

Unfortunately, data are not readily available on each of these travel industry sectors. The reader will note that the components making up the travel industry in this report change from chapter to chapter, depending on the statistics available. However, we feel that the data do indicate how the travel industry is faring and how it is contributing to the U.S. economy.

Automobile travel including that by auto, truck, recreational vehicle, and motorcycle comprises 60 percent to 80 percent of all travel away from home in this country, depending upon the definition. The type of business that could best represent this transportation activity is gasoline service stations. However, traveler expenditures on auto transportation comprise about 20 percent of total sales of these establishments. Consequently, we decided to exclude gasoline service stations from the travel industry represented in this report. By so doing, we exclude businesses representing a large sector of travel activity but improve our chances that the travel industry measured herein actually indicates travel-related business developments.

While some data on travel and the travel industry extend back more than a decade, a large part of the information we have from the federal government on receipts, prices, traffic and employment in travel-related businesses begins in 1972. As a result most of the past perspectives on travel and the industry provided in this report begin with 1972.

While we always clarify which activities and types of businesses are included in this report, the charts and analysis focus on travel and the industry that services it as a whole, rather than on its component parts. Travel away from home is a distinctive human activity, requiring a variety of goods and services. The consumption of these goods and services makes the establishments which provide them necessarily interdependent. People who travel need a mode of transportation, a place to visit, shelter, and food. Oftentimes, they demand entertainment, recreation and other items as well.

In a very real sense, we would not have hotels without transportation, nor would people travel without a place to stay. Similar interdependence among other traveler activities can be easily seen. Consequently, we feel travel and the travel industry is best viewed in its entirety and attempt to emphasize this perspective.

A traveler's purchase from a retail business begins a productive economic process that stretches through wholesale, manufacturing, extractive, transportation and service firms. There are indications that the indirect impact of such a purchase can dwarf the direct impact on the travel-serving retail business.

This review concentrates on the direct impact of travel and tourism on the U.S. economy. This is not to say that the indirect impact is unworthy of review but that the data here are not nearly as well developed. It is hoped that future editions of this review can include sound estimates of the "multiplier" impact of travel expenditures in the U.S. as well as the direct effects.

Organization of the Report

This review is organized in eight chapters. Recent developments in travel activity along with current industry trends placed in the perspective of the last decade are discussed in Chapter 2. Chapter 3 presents a discussion of travel price inflation. Chapter 4 focuses on the unique ability of the industry to create jobs.

Chapter 5 highlights the dependence of travel on petroleum fuel supplies and emphasizes the relatively small share of energy consumption attributable to the activity.

Chapter 6 presents a discussion of international travel trends and their effect on the U.S., while Chapter 7 surveys regional trends in travel.

Chapter 8 provides a summary of travel and the economy.

The appedices provide background information essential to the report. Appendix A presents the base data used for calculating the charts included in the previous chapters. Appendix B is a list of sources used in the preparation of the review.

II. TRAVEL ACTIVITY AND INDUSTRY TRENDS

Nineteen eight-one was a year of improvement for the U.S. economy, but gains were cut short by recession at mid-year. As fall and winter set in, the recession deepened in auto manufacturing, homebuilding and agriculture and industries related to them. In September, a strike by federal air traffic controllers forced airlines to reduce flights as capacity was reduced at many of the nation's major airports.

Table II-1 summarizes major economic developments in 1981 and projections for 1982. The economy expanded somewhat in 1981, and consumer price inflation moderated. In July, however, the economy entered recession after the briefest recovery in the postwar period. The recession continued well into 1982.

This current year is expected to show no growth as a whole. The first half of the recession is expected to develop into a recovery as individual income tax cuts and social security benefit increases boost second-half consumer spending. Interest rates, however, remain high and dampen both the enthusiasm and the ability for economic expansion.

Table II-1: Overall U.S. Economic Developments, 1980-1982 projected (percent change from previous year)

	Projected 1982	1981	1980
Dollar GNP	8%	11%	8.8%
Real GNP	0	2.0	-0.2
Personal income	10	11	11
Corp. profits after tax	-10	-4.7	-2.7
Consumer price index	8	10	14
Payroll employment	0	1.1	0.8

Source: U.S. Travel Data Center, Council of Economic Advisers

Prices have responded well to the downturn, and we expect single-digit inflation for the first time in four years. As a consequence, consumers will enjoy greater increases in real personal income than during the previous two years.

Travel Activity

The recession began late enough in 1981 to have little effect on the growth of travel activity among Americans. As indicated in Table II-2, the number of "person-trips" by Americans increased more than eleven percent over the previous year. As defined on the Data Center's National Travel Survey, a "person-trip" occurs each time an American resident travels to a place 100 miles or more away from home.

Table II-2: U.S. Travel Away from Home for Selected Trip Purposes, 1980-81 (millions of person-trips)

Purpose	1981	1980	Percent Change
All travel	1,166	1,046	11.5%
Vacation travel	738	647	14.0
Business/convention travel	160	150	7.1

Source: U.S. Travel Data Center, National Travel Survey.

The recession prevented business and convention travel from growing as much as vacation travel. Research indicates, however, that consumers are loathe to reduce vacation travel even during adverse economic periods.

Short trips, primarily on weekends, grew more than overall travel, and the number of nights spent away from home grew less than did person-trips. Table II-3 shows person-nights reaching 5.4 billion in 1981. Apparently the easing in transportation cost inflation and outright declines in gasoline prices encouraged Americans to take more of the short-duration trips they had cancelled in earlier years.

Table II-3: U.S. Nights Away from Home for Selected Trip Purposes, 1980-81 (million of person-nights)

Purpose	1981	1980	Percent Change
All travel	5,361	4,984	7.6%
Vacation travel	4,108	3,728	10.2
Business/convention travel	569	535	6.4

Source: U.S. Travel Data Center, National Travel Survey.

It is interesting to note that the person-night estimate suggests that Americans spent 6.5 percent of their time traveling away from home in 1981.

Travel Spending

U.S. residents spent nearly $200 billion traveling away from home during 1981. Travel spending averaged $863 for every man, woman and child in America. As Table II-4 shows, 90 percent of this spending was on travel to U.S. destinations. Spending on foreign travel, however, showed a higher growth rate for the year. Many Americans took advantage of the increasingly favorable foreign exchange rates available for many major currencies. Travel spending, however, grew somewhat slower than personal income and gross national product (GNP) in 1981.

Table II-4: U.S. Travel Expenditures, 1980-81
($ billions)

Purpose	1981	1980	Percent Change
Spending on domestic travel	$179	$162	10.5%
Spending on Foreign travel	19	17	13.6
Total	$198	$179	10.6%

Source: U.S. Travel Data Center, U.S. Department of Commerce: preliminary.

The economic impact of travel and tourism in the U.S. is more closely tied to total travel spending in this country than it is to resident activities including spending abroad. Table II-5 shows that U.S. residents and foreign visitors spent $191 billion in the U.S. during 1981. Foreign visitor spending here, while only six percent of the total, grew twice as fast as U.S. domestic travel spending. Foreign visitor spending in the U.S. has grown faster than domestic U.S. spending every year since 1977. Total travel expenditures in the U.S. equaled 6.5 percent of the GNP and grew at about the same rate over 1980.

Table II-5: Travel Expenditures in the U.S., 1980-81 ($ billions)

Source	1981	1980	Percent Change
U.S. residents	$179	$162	10.5%
Foreign visitors	12	10	20.6
Total	$191	$172	11.2%

Source: U.S. Travel Data Center, U.S. Department of Commerce: preliminary.

It is difficult to compare the size of the diverse collection of businesses that make up the travel industry to that of other industries due to a lack of valid data on sales by U.S. industries. The Census Bureau does, however, publish annual estimates of sales of a number of retail and service industries. In Table II-6, these estimates are listed for the top three industries for 1981.

The $191 billion spent on travel and tourism in this country provided $182 in business receipts once sales and excise taxes are subtracted. As indicated, this makes the travel industry the second largest retail or service industry in the nation. Nineteen eighty-one is the first year travel has held the number two position, after ranking third since 1974. The payroll associated with these travel receipts surpass that of the nation's steel and auto manufacturing industries combined. Travel is the second largest private employer after the health servicers industry, and generated more jobs than are found in 44 of our fifty states.

Table II-6: Travel Expenditures in the U.S. Compared to Major Retail and Service Industry Receipts, 1981 ($ billions)

Industry	Sales
Food stores	$238
Travel and tourism	182
Automotive dealers	181
General merchandise stores	127

Source: U.S. Travel Data Center, U.S. Bureau of the Census.

Travel's Economic Impact

Travelers purchase goods and services, producing business receipts for retailers. These businesses use part of their receipts to pay wages and salaries to their employees. During this process, tax revenue is generated for federal, state and local governments.

As Table II-7 indicates, 21 cents of each travel dollar becomes wage and salary (payroll) income. Travel directly generated 2.7 percent of total wage and salary income during 1981. Travel expenditures directly supported over five percent of U.S. non-agricultural payroll employment for the year.

Table II-7: Measures of Travel's Economic Contribution, 1981: Preliminary

Expenditures in U.S.	$191.0 billion
Payroll income generated	$ 40.0 billion
Employment generated	4.6 million jobs
Federal tax revenue generated	$ 9.3 billion
State tax revenue generated	$ 6.6 billion
Local tax revenue generated	$ 2.0 billion

Source: U.S. Travel Data Center.

The traveler dollar generated 9.3 cents in tax revenue for federal, state and local governments in 1981. Travel is directly responsible for generating three percent of all tax revenue in America.

Despite its diverse nature and latency of its economic impact, travel and tourism comprises a significant economic force in our nation. The following pages detail the nature and trend of this force.

Travel Industry Receipts

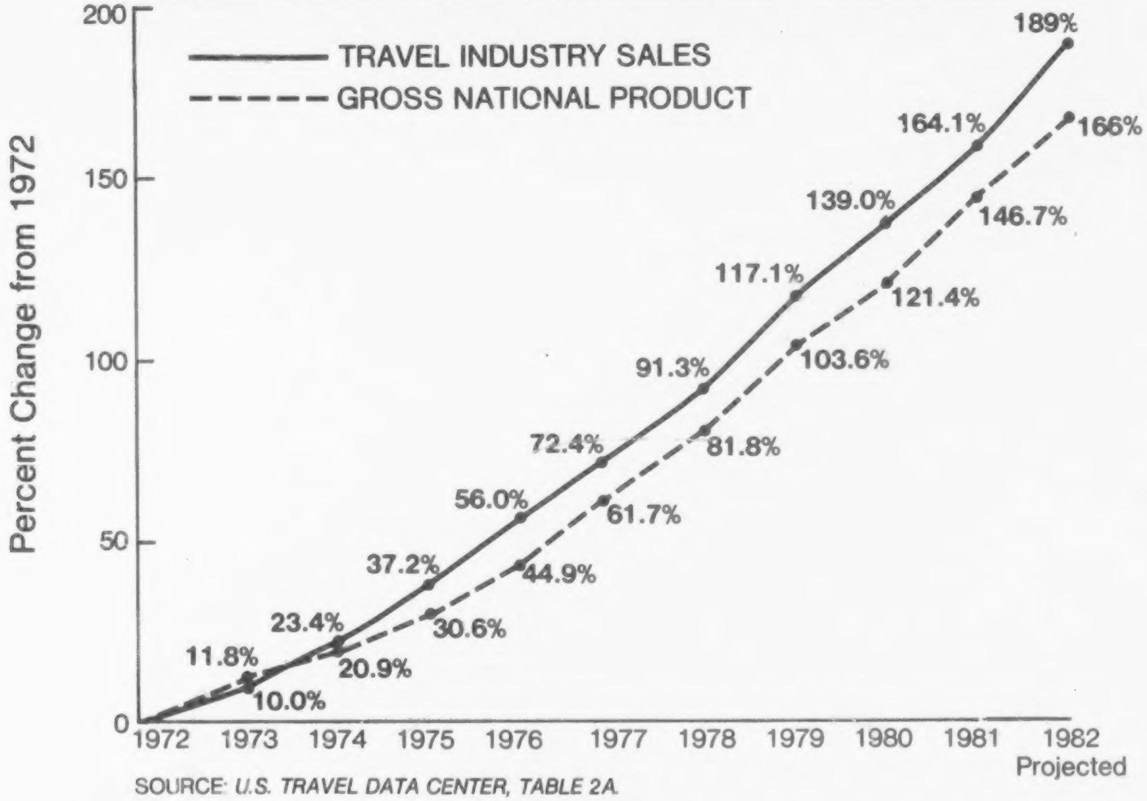
While consistent annual estimates of travel spending in the U.S. go back only to 1977, figures on travel industry business receipts are available for a decade. These absolute values should be viewed with caution since they include non-travel activity along with receipts from travelers, but their course over the years suggest how the travel industry is faring relative to the overall economy.

Total receipts of the U.S. travel industry have grown 164 percent since 1972, measurably more than the increase in the GNP over the same period (Figure 2A). The long-term compound growth rate in travel industry receipts is 11.4 percent, greater than the 10.6 percent growth rate for the nation's total output over this decade.

The growth in travel industry receipts during 1980 was below its long-term average, as shown in Figure 2B. A relatively low rate of increase is projected for 1982 as recession and the decline in travel price inflation work to depress this growth. The travel industry is still projected to outpace the GNP for 1982, however.

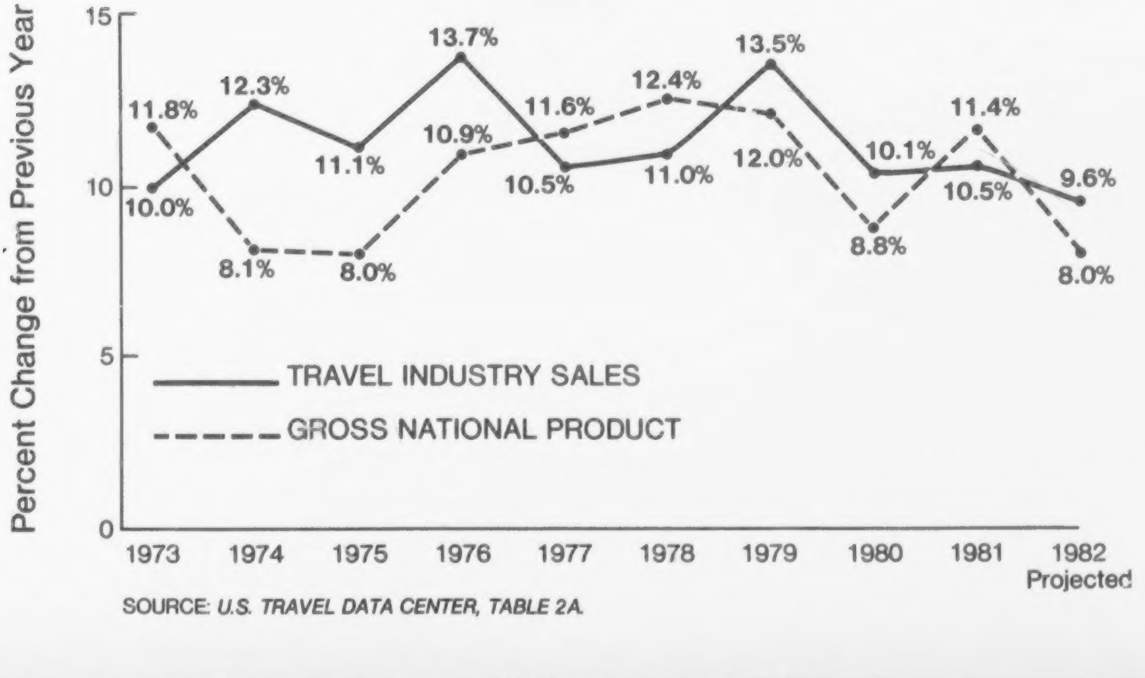
The chart suggests that 1976 and 1979 were peak years for the travel industry. But it is wise to distinguish the growth in real travel demand from growth produced by price inflation.

FIGURE 2A
TRAVEL SALES HAVE OUTPACED GNP SINCE 1972



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2A.*

FIGURE 2B
TRAVEL SALES GAIN FELL BELOW LONG-TERM AVERAGE IN 1981

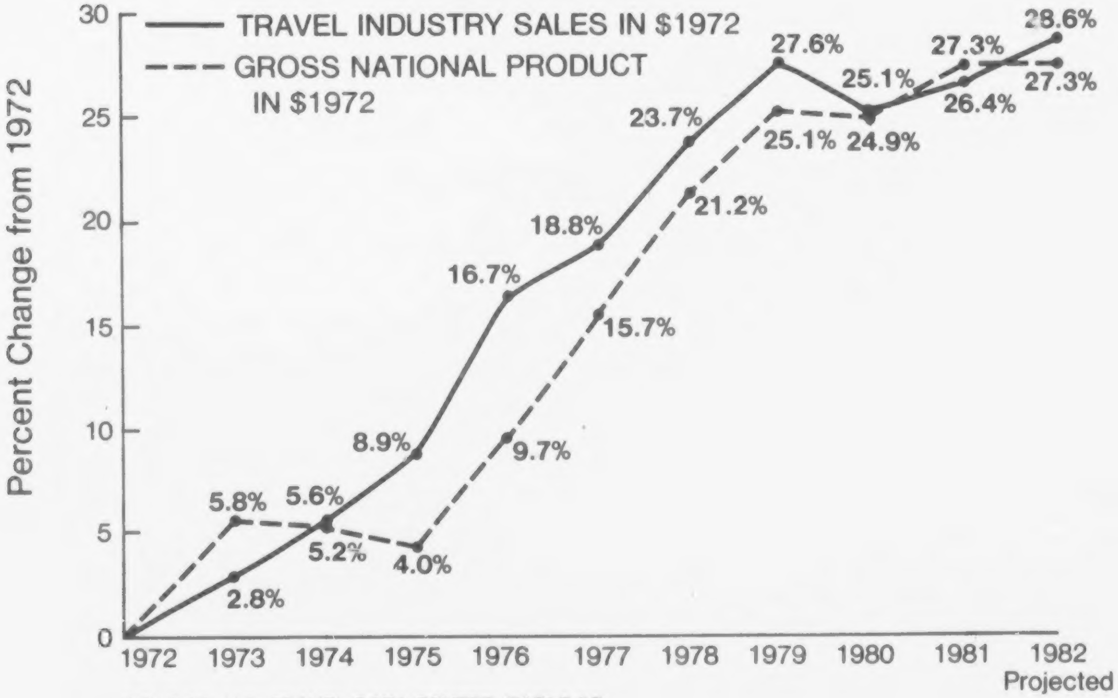


SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2A.*

Growth in travel activity produces increased real demand for travel goods and services. But rising travel prices obscure how much industry sales growth is real and how much is merely due to price inflation. Understanding the progress of real industry growth is essential to determining whether travel and tourism are rising and producing more jobs and real income for Americans. Higher sales receipts from higher prices alone does not signal any increase in the standard of living.

In Figure 2C, the travel industry dollar sales in Figure 2A have been deflated to represent real output. Real output for the travel industry has grown more than 26 percent since 1972, about the same as real output for the overall economy.

FIGURE 2C
REAL TRAVEL INDUSTRY SALES GROWTH HAS MATCHED GNP SINCE 1972

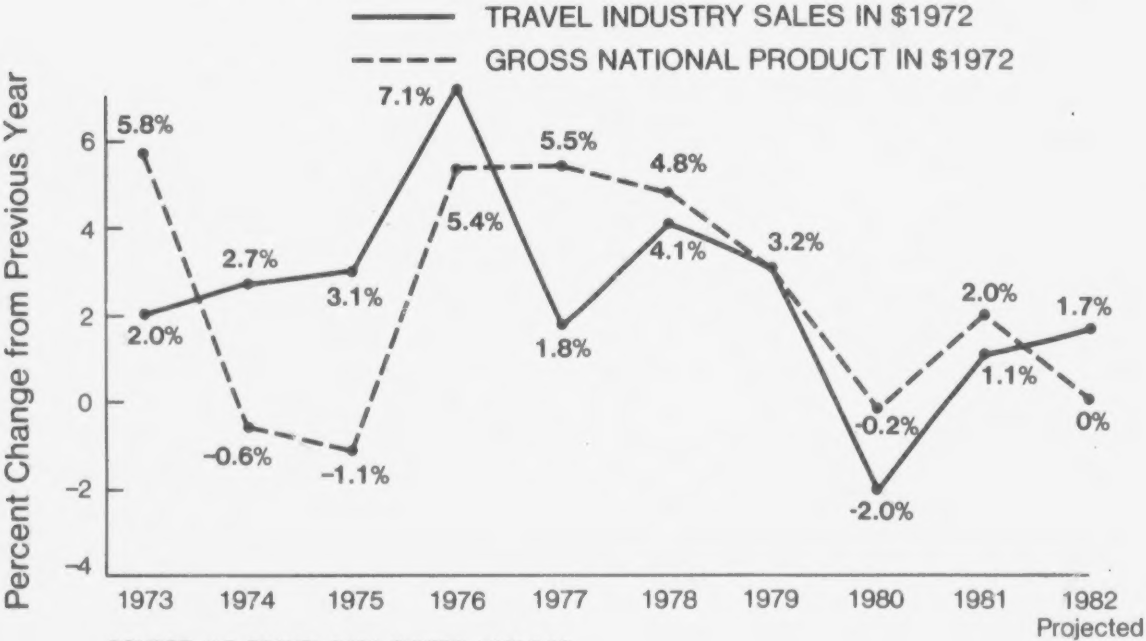


SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2B.*

The long-term growth rate for travel's real output is 2.6 percent, considerably smaller than the 11.4 percent rate for dollar sales. This suggests three-fourths of the industry's dollar gains over the last decade have been from higher prices and only one-fourth from increased real output. For comparison, real GNP has grown at a compound annual rate of 2.7 percent since 1972.

For the last two years, the overall economy has outperformed the travel industry in real production growth (Figure 2D). The weakened nature of the economy and dramatic price increases for a number of travel goods and services limited travel activity more than overall economic activity. Nineteen eighty-two is projected to show more real growth for the industry, while the overall economy is not projected to growth at all.

FIGURE 2D
REAL TRAVEL SALES GROWTH HAS BEEN SLOW IN RECENT YEARS

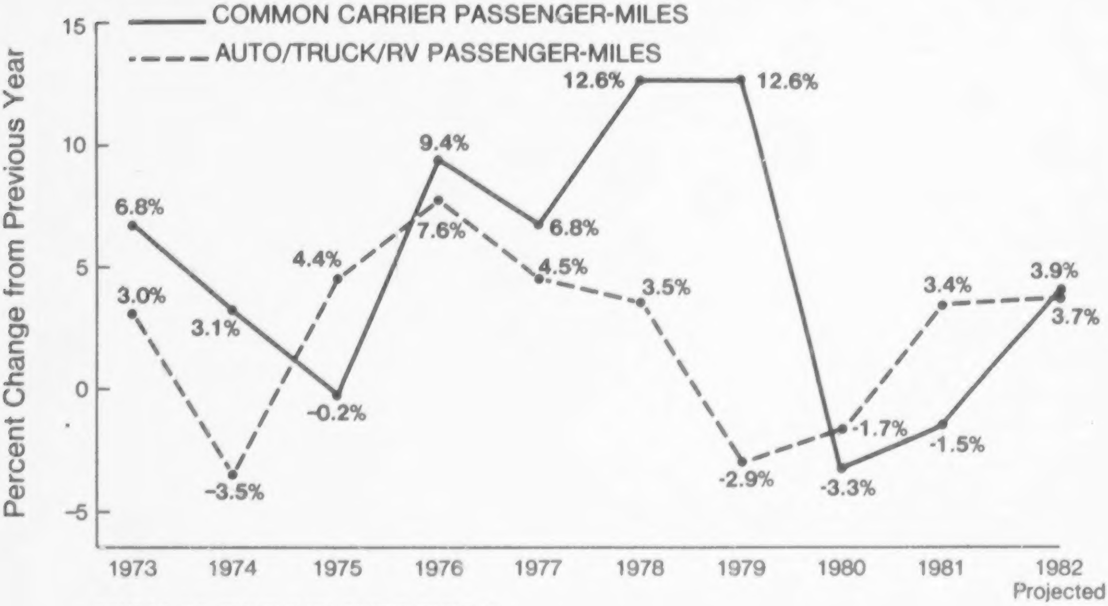


SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2B.*

Travel and Tourism Transport Activity

Americans traveled nearly 1.4 trillion passenger-miles away from home during 1981. U.S. travelers visiting destinations in their own country rode, drove or flew enough miles to equal a round-trip between New York and Los Angeles for every U.S. resident.

FIGURE 2E
COMMON CARRIER TRAVEL OUTPACED AUTO TRAVEL UNTIL 1980



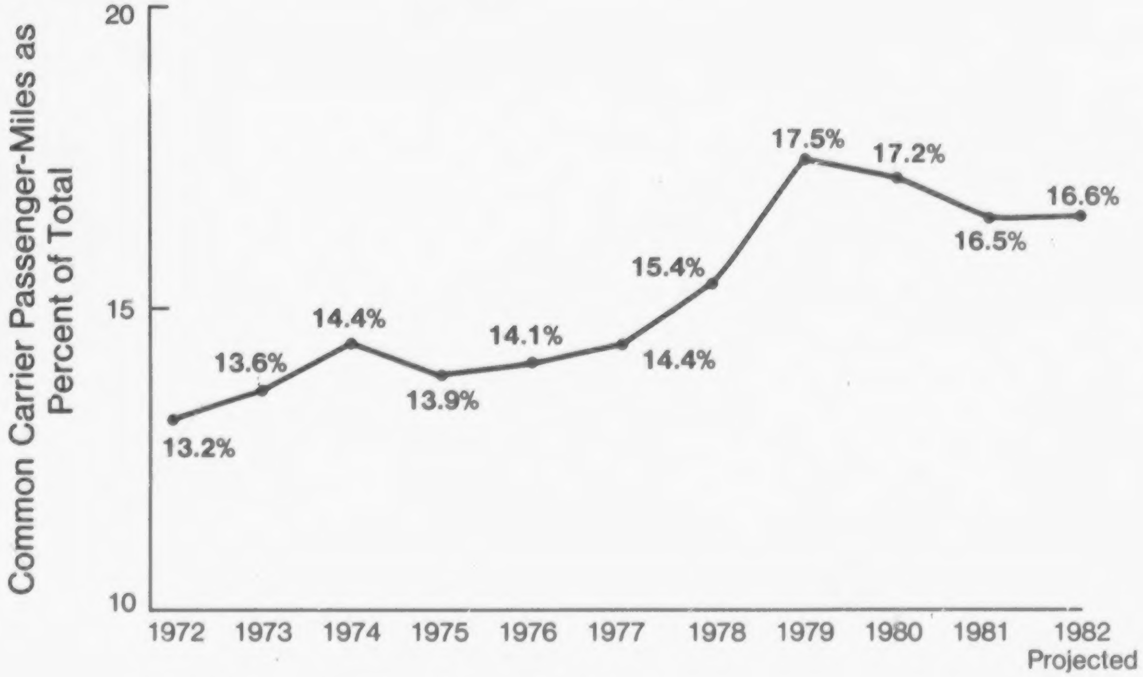
SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2C.*

Since 1972, common carrier travel, dominated by the nation's airlines, has grown at a compound rate of 5 percent annually, more than three times the growth rate of personal motor vehicle (auto, truck, recreational vehicle) travel (Figure 2E).

However, the high growth rates that characterized common carrier traffic in the mid-'seventies have given way to outright declines in 1980 and 1981. Personal motor vehicle travel, after suffering from gasoline shorages in 1979 and rapidly escalating prices in 1980, grew at a rate twice its long-term trend in 1981.

Drastic fare increases occasioned by escalating petroleum prices no longer depress common carrier travel. Nineteen eighty-two is projected to show a gain in this type of travel; moreover, a greater gain than in personal motor vehicle travel will show up. The gains will be entered in air travel, however, as intercity bus and rail traffic are expected to show declines.

FIGURE 2F
COMMON CARRIER SHARE OF TRAVEL DECLINED IN 1981



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 2C.*

Figure 2F displays the erratic progress of common carriers to replace personal motor vehicles as the predominant mode of travel away from home in America. Petroleum shortages boosted common carrier traffic at the expense of the automobile in 1974 and again in 1979. However, carrier share of the total market tended to drop as gasoline supplies returned to normal.

After peaking in 1979 at over 17 percent, common carrier share of travel away from home declined for the following two years. This decline is expected to bottom-out in 1982, as gasoline prices begin rising again and the carriers become more competitive in price, particularly over the medium and long hauls. It appears that common carriers have reached a higher plateau in share of travel than they held early in the last decade. It is doubtful that major gains will be made in the 1980's as the nation's motor vehicle fleet becomes dramatically more fuel-efficient and thus more competitive with the carriers' prices.

Small Businesses Dominate the Travel Industry

In 1977, the most recent year for which complete data are available, there were more than one-half million U.S. firms significantly involved in serving the traveler away from home. As indicated in Table II-8, 99 percent of these were small businesses according to the size standards established by the U.S. Small Business Administration.

A strength of an industry comprised of small businesses is the opportunities it offers for individuals to own their own firms and provide specialized services. This is certainly true of the travel industry.

However, there are problems. Small businesses are less able to weather business declines than large corporations. Moreover, energy, tax, and regulatory policies that discriminate against the travel industry will impact heavily on small businesses, many of which do not have the resources to endure them.

Public officials should take this into account along with the nation's commitment to fostering small business opportunities when forming national policies and priorities.

Table II-8: Small Business Firms and Total Firms in the Travel Industry, 1977

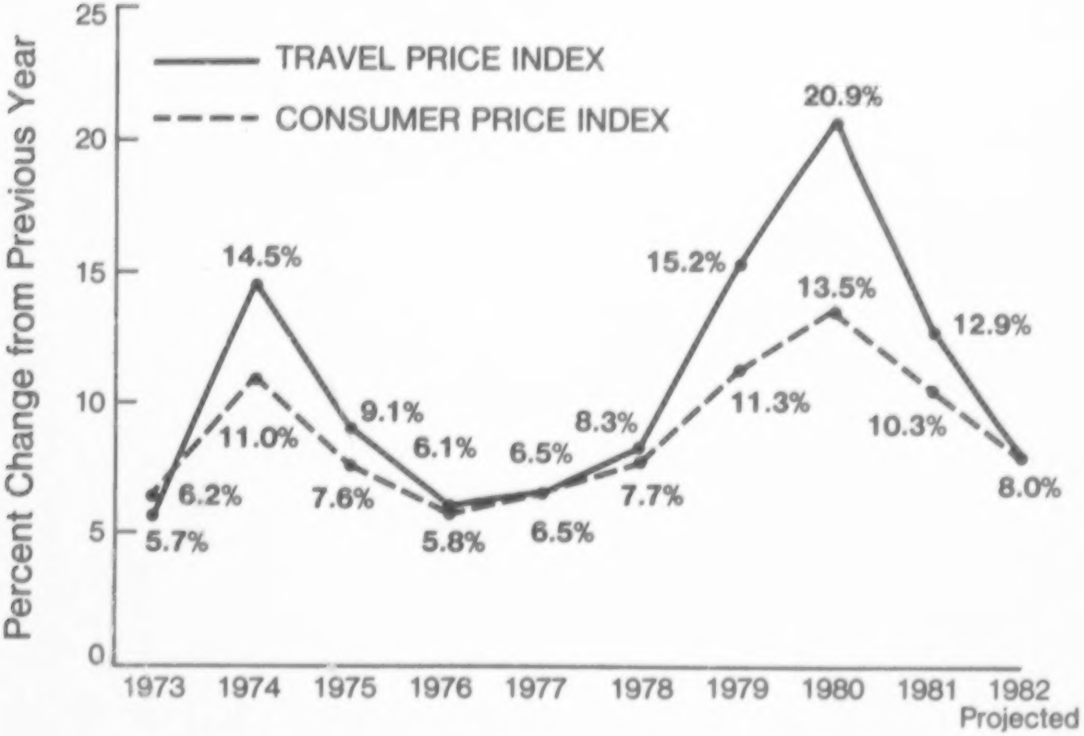
Sector	Total Firms	Small business firms	Small business as percent of total firms
Transportation			
Air	39	16	41.0%
Bus	1,050	980	93.0
Rail	3	0	0.0
Lodging			
Hotels/motels	48,113	46,381	96.4
Campgrounds, trailer parks	18,745	18,726	99.9
Foodservice			
Eating and drinking places	319,195	315,288	98.8
Entertainment/recreation			
Amusement and recreation services	152,209	151,244	99.4
Travel industry	539,354	532,635	98.8

Source: U.S. Travel Data Center, based on data from U.S. Bureau of the Census, Census of Service Industries, Census Retail Trade; Small Business Administration; American Bus Association; Amtrak; World Aviation Directory.

III. TRAVEL PRICE INFLATION

Travel away from home in the U.S. is heavily dependent on petroleum fuels. As a result, the cost of travel rises almost as fast as the cost of gasoline and other transportation fuels. Fortunately, 1981 showed that travel prices are also sensitive to declining inflation in these important cost components.

FIGURE 3A
TRAVEL PRICE INFLATION DECLINED IN 1981



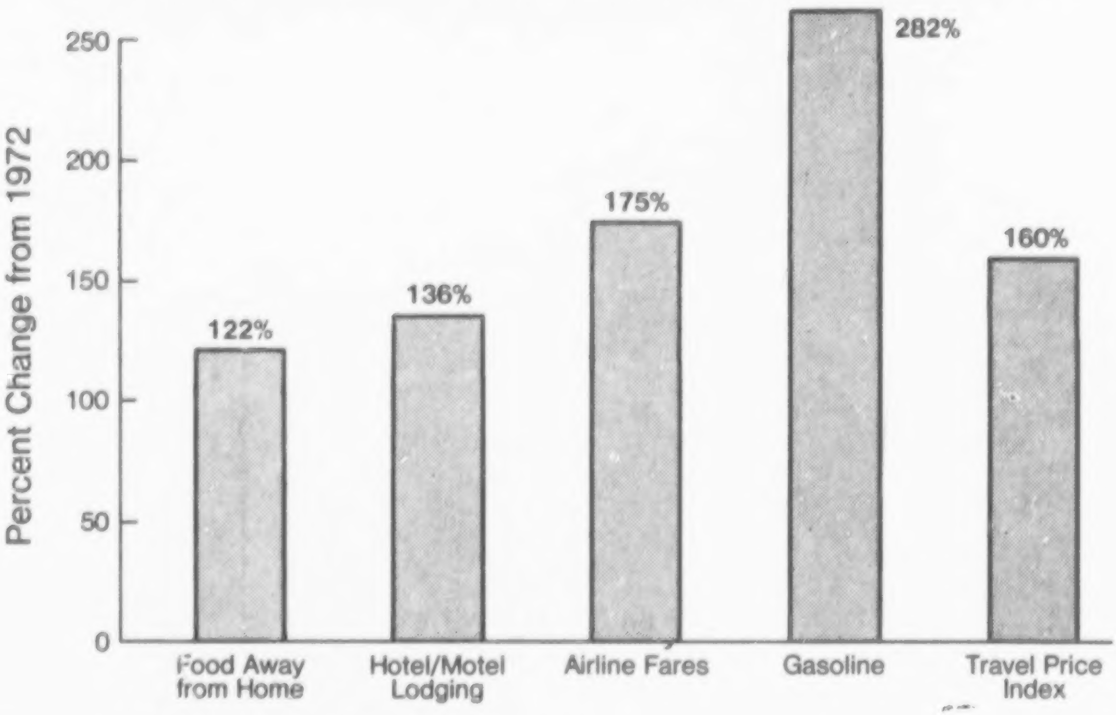
SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 3A.*

Figure 3A illustrates how travel prices, represented by the U.S. Travel Data Center's Travel Price Index, surpassed the Consumer Price Index in growth in each year since 1973.

The Travel Price Index measures the change in the cost of travel away from home in the U.S. based on U.S. Department of Labor consumer price data. In 1974, travel prices rose 40 percent faster than consumer prices as gasoline costs soared 35 percent. This scenario was repeated in 1979 (gas prices up 35 percent) and 1980 (gas prices up 39 percent).

As indicated in Figure 3B, gasoline has led all other components of the Travel Price Index in growth since 1972. With a 160 percent increase, travel prices have grown one-third faster than all consumer prices (up 117 percent).

FIGURE 3B
GASOLINE HAS LED TRAVEL PRICE SURGE SINCE 1972



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 3A.*

It is difficult to exaggerate the role of higher petroleum prices in the remarkable travel price inflation of the last decade. If gasoline prices had remained stable over this period, overall travel prices would have grown less than the Consumer Price Index, instead of one-third faster.

Airlines have been forced to boost their fares as their fuel costs have skyrocketed. In 1980 alone, the cost of fuel to U.S. carriers in domestic service rose 53 percent, boosting fares 38 percent.

In response to petroleum price escalation, travel prices rose nearly 21 percent in 1980, the largest increase in the 13 years for which we have complete data. But travel inflation dropped below 13 percent in 1981 as gasoline prices fell considerably below their long-term growth rate (Table III-1).

For 1982, travel prices are projected to grow only eight percent, about the same rate as overall consumer prices. Airline fares are also expected to show dramatic moderation and to increase less than their long-term growth rate. Intercity rail fares are projected to increase the most in 1982, as Amtrak continues its concerted effort to finance more of its costs through passenger fare revenue.

Table III-1: Travel price Inflation, 1972-1982 projected. (annual compound percent change)

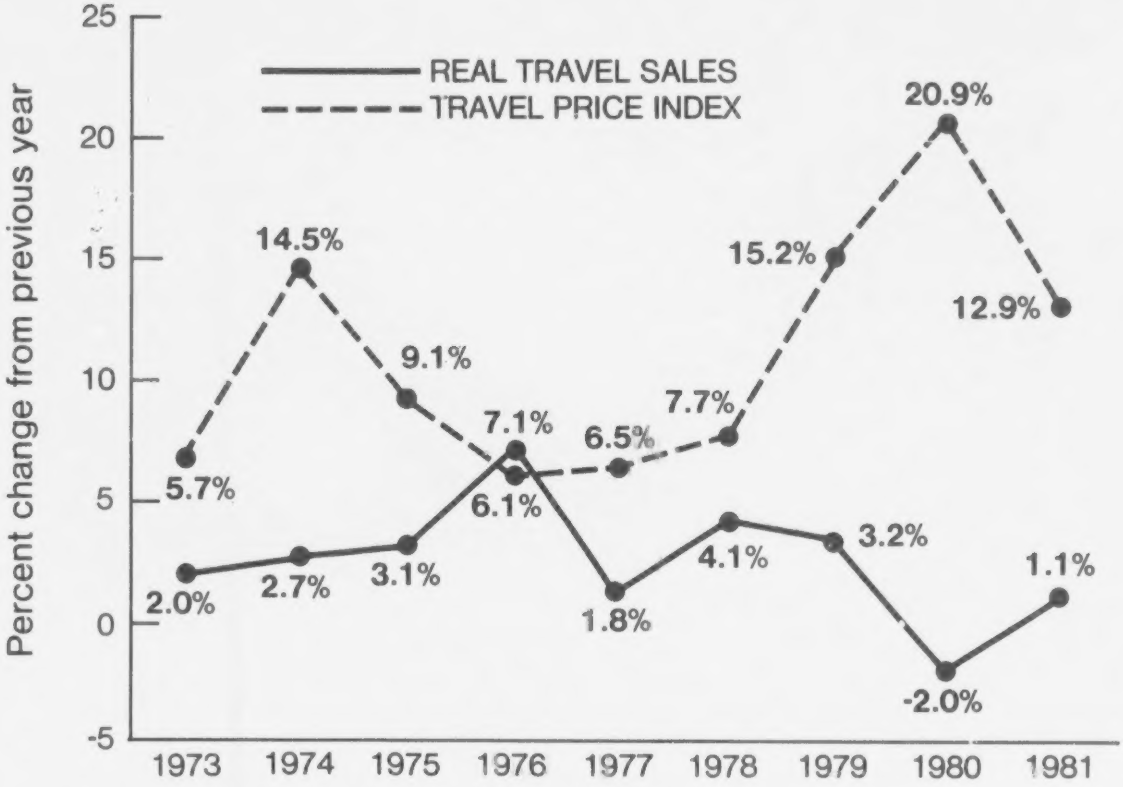
Component	1972-1981	1981	Projected 1982
Food	9%	9%	8%
Lodging	10	11	10
Gasoline	16	11	9
Intercity rail	10	19	15
Airline fares	12	26	11
Intercity bus	10	12	12
Entertainment	6	7	7
Incidentals	7	7	7
Travel Price Index	11%	13%	8%

Source: U.S. Travel Data Center, based on U.S. Bureau of Labor Statistics data.

Lower travel price inflation means less pressure on consumer and business budgets in financing travel. It means that an eleven percent increase in personal income in 1982 leaves a comfortable three-percent margin for real travel growth, all things being equal. This also reduces the attractiveness of alternatives to business and pleasure travel, such as telecommunications systems and local recreation, respectively.

The appeal of alternatives to travel and tourism in time of soaring travel prices helps explain the relationship between real travel sales and travel inflation in Figure 3C. The travel industry's real output tends to expand faster when travel prices grow the least and to be retarded, or actually reduced, when travel prices inflation rises.

FIGURE 3C
RAPID INFLATION DEPRESSES TRAVEL DEMAND



Source: *U.S. Travel Data Center, Tables 2B, 3A.*

This phenomenon is especially evident in the period since 1978. As travel prices moderate, we can expect to see the industry's rate of real growth rise as potential travelers again view this activity as a more attractive buy.

Members of the industry and consumers should encourage public and private policies that increase efficiency and reduce cost pressures in travel and tourism. Neither the industry nor the public benefits from surging travel prices.

IV. TRAVEL AS AN ENGINE OF EMPLOYMENT

Travel and tourism in the U.S. directly generated 4.6 million jobs in 1981, more than five percent of total payroll employment. In addition to being the second largest private employer in the U.S., the travel industry has also demonstrated the ability to create new jobs faster than the overall economy, provide a disproportionate share of jobs for the traditionally disadvantaged, and continue to produce employment opportunities during recessionary times.

Travel Creates New Jobs Rapidly

The travel industry continues to outperform the overall U.S. economy in creating new job opportunities. Since 1958, the earliest year for which complete data are available, payroll jobs in travel-related businesses have increased 187 percent (Figure 4A). This is considerably more than twice as fast as the growth in total U.S. payroll employment over the 1958-81 period.

The travel industry contributed more than ten percent of the 40 million new jobs created since 1958. Without this growth, overall U.S. employment in 1981 would have been lower by nearly 4.2 million jobs in 1981.

Travel Provides Jobs for the Disadvantaged

Monority groups, women and youth have generally registered higher unemployment rates than average for all workers in this country. These Americans have traditionally found it more difficult than others to find jobs.

The U.S. travel industry has proved itself to be a dependable source of abundant job opportunities for these groups. As indicated in Table IV-1, blacks and other minority groups account for nearly twelve percent of all jobs in the travel industry, a higher percentage than their share of overall U.S. employment. Women hold over 54 percent of travel industry jobs, a proportion one-quarter above the overall average.

Table IV-1: Minority Group and Female Share of Employment, 1981

Group	Employment share in the travel industry	Employment share in all U.S. industries
Minority	11.7%	11.2%
Women	54.1	42.9

Source: U.S. Travel Data Center, Based on data from the U.S. Bureau of Labor Statistics.

Detailed data on youth employment in the travel industry are not available. However, special studies indicate that 24 percent of those working in foodservice are teenagers, and three-fourths of those working for private amusement parks and attractions are under 20 years of age. When compared to the fact that teens accounted for only seven percent of total U.S. employment in 1981, it is evident that the travel industry is doing far more than its share in providing jobs for this group.

Travel Creates Jobs in Recession

One feature of the travel industry employment cure in Figure 4A is that it rises for every year shown. Despite five recessions since 1958, the travel industry has managed to produce more jobs each year than the last.

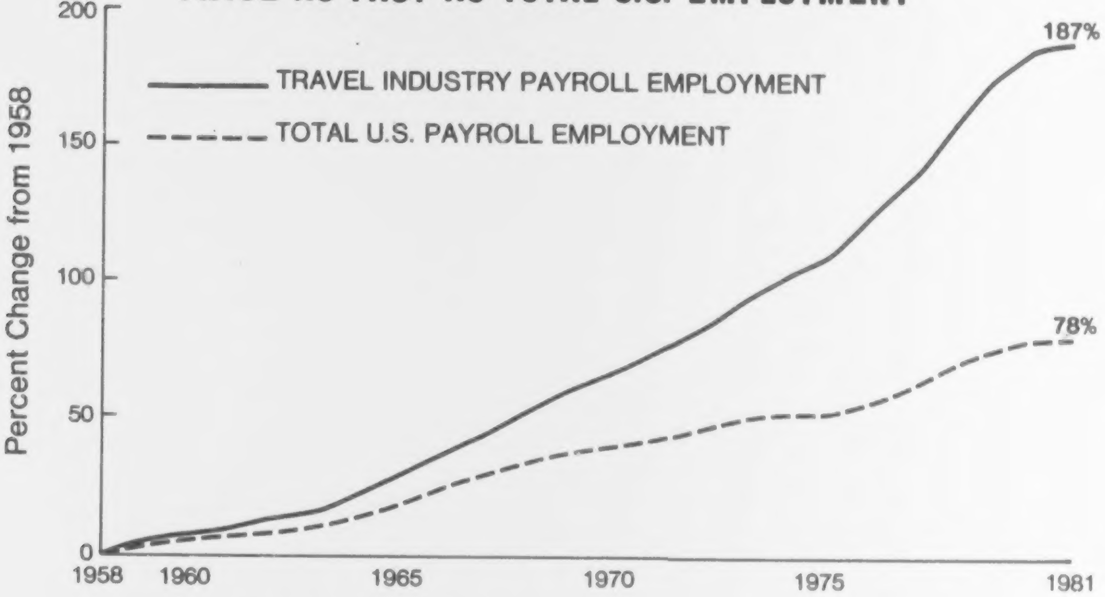
The 1980 economic recession began in January. By July, the economy had reached its trough, and U.S. payroll employment was down 647 thousand jobs from the previous year. Travel industry employment, on the other hand, was 200 thousand jobs above its year-earlier level at that point. The travel industry provided 28 percent of the net increase in payroll employment for 1980 despite accounting for only seven percent of total employment.

After the briefest recovery in the postwar period, the economy entered recession again in July 1981. The downturn continued into 1982. Figure 4B compares the travel industry's ability to provide employment with that of the overall economy during 1981.

Clearly the travel industry is outperforming the overall economy in creating new jobs during this latest recession as it has in every other one. By the end of 1981, after six months of recession, travel industry employment was more than three percent above the previous year, while the national economy experienced a negligible increase. For all of 1981, the travel industry provided 179 thousand more jobs than during the previous year, eighteen percent of the total increase in U.S. employment.

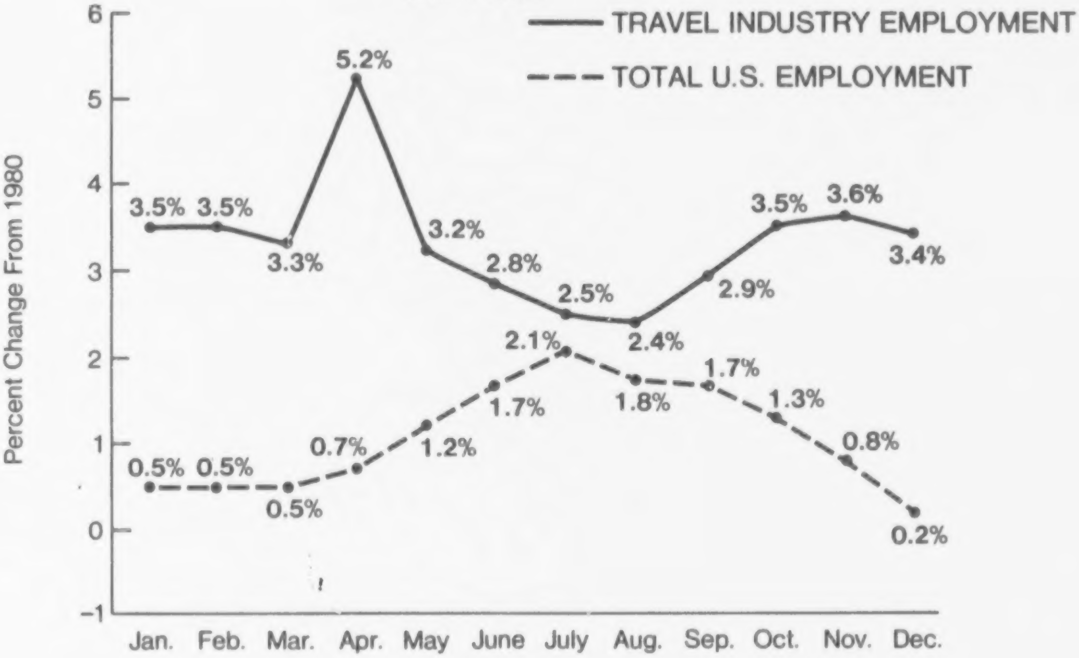
The nation has long recognized that providing job opportunities for its citizens is its top economic priority. The travel industry has done an outstanding job of creating job opportunities over the years. Public officials and others concerned with reducing unemployment should investigate ways of enhancing the travel industry's extraordinary ability to create jobs.

FIGURE 4A
TRAVEL INDUSTRY EMPLOYMENT HAS GROWN TWICE AS FAST AS TOTAL U.S. EMPLOYMENT



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 4A.*

FIGURE 4B
THE TRAVEL INDUSTRY EXCELLED IN CREATING NEW JOBS IN 1981



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 4B.*

V. TRAVEL AND ENERGY

Travel and tourism cannot be without transportation. In the U.S., transportation is dependent on petroleum fuels for 97 percent of its energy needs, therefore, our current transportation activity and transportation system could not exist without adequate petroleum supplies.

From the perspective of transportation's petroleum requirements and national consumption, this sector accounted for 57 percent of total oil products consumed in 1981. In times of petroleum supply disruptions, transportation must bear a major share of reductions by virtue of its extensive needs.

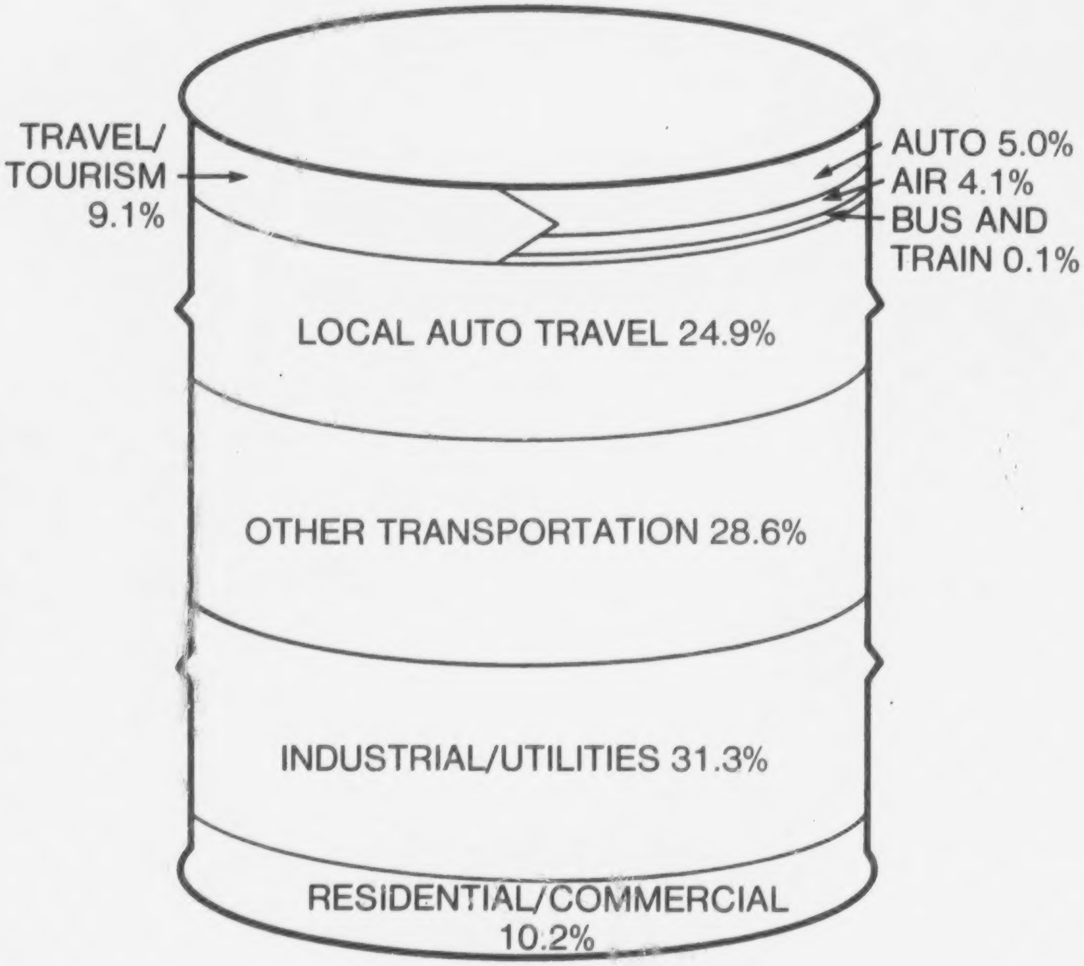
This reasoning does not necessarily extend to travel and tourism, however, as Figure 5A makes clear. In 1981, travel away from home accounted for only 9.1 percent of total U.S. petroleum consumption. Auto travel, including trucks and recreational vehicles, accounted for over half of the 534 million barrels of oil travel consumed. Air travel, including general aviation and certificated air carriers in domestic service, accounted for most of the reminder.

Certificated air travel, intercity bus travel, and Amtrak all consumed less petroleum in 1981 than 1980. Consumption for general aviation and auto travel, however, increased. In all, petroleum consumption for travel transportation fell 2.7 percent, while total U.S. consumption declined 6.4 percent.

Travel and tourism transportation comprised less than four percent of the nation's energy requirements in 1981 (Figure 5B). This is considerably less than other sectors, yet it supports a substantial amount of economic activity. For example, each barrel of petroleum consumed in 1981 permitted $358 in travel spending. There was one job directly attributable to travel and tourism for every 13 gallons a day consumed by travelers in America.

In short, travel and tourism requires a small amount of energy to make large contributions to our economic welfare and quality of life. In times of petroleum shortage, little could be saved by drastically cutting back travel's consumption. Rather, Americans could reduce commuting, shopping and other local uses of personal motor vehicles by one-third and save as much as elimination of travel and tourism altogehter would save.

FIGURE 5A
TRAVEL AND TOURISM ACCOUNT FOR ONLY 9% OF DOMESTIC PETROLEUM CONSUMPTION

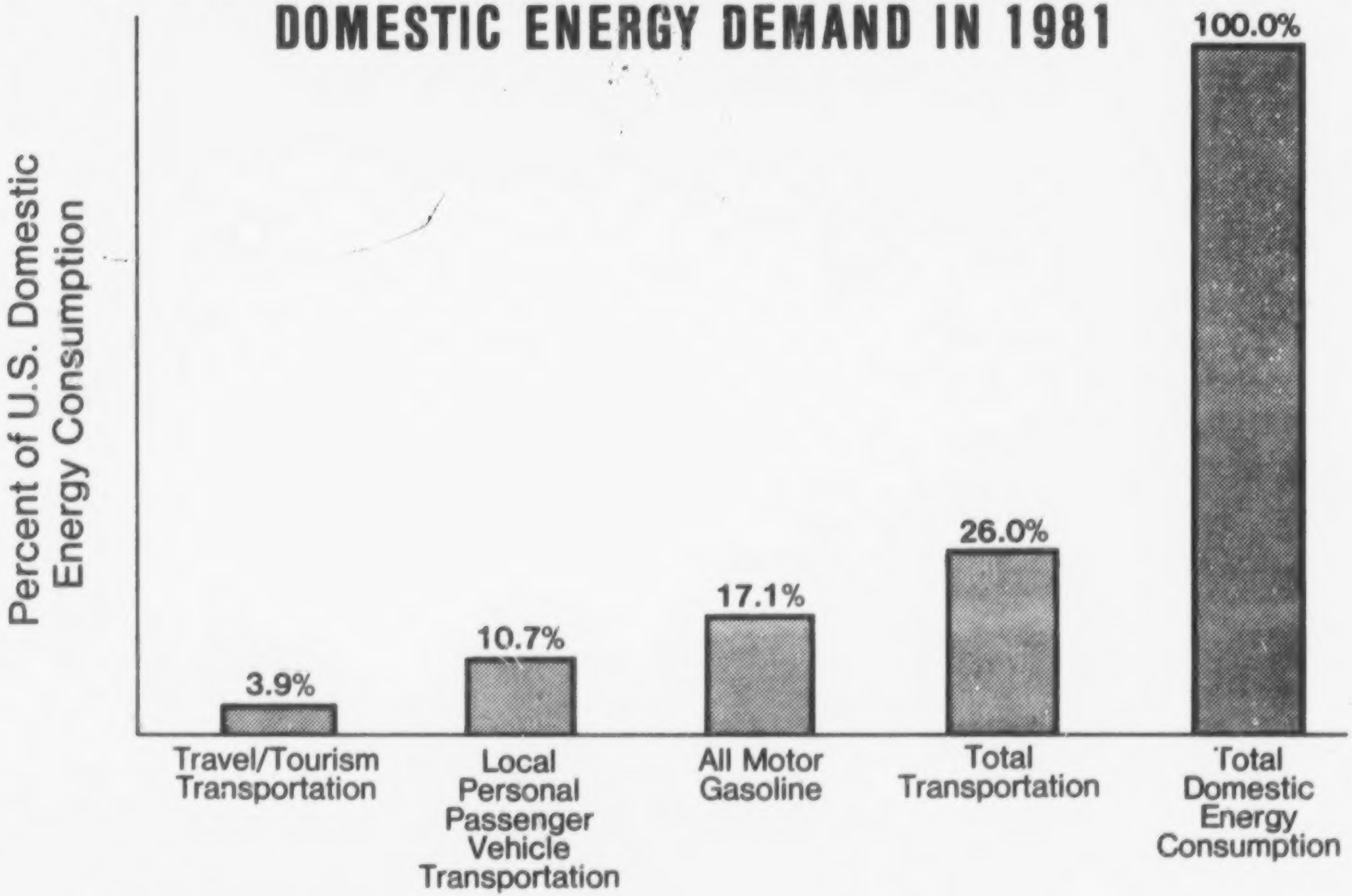


U.S. Consumption of Petroleum in 1981 was 5,840.4 Million Barrels.

SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 5A.*

FIGURE 5B

TRAVEL AWAY FROM HOME COMPRISED ONLY 3.9% OF DOMESTIC ENERGY DEMAND IN 1981



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 5B.*

VI. INTERNATIONAL TRAVEL TRENDS

The 23 million foreign visitors to the United States in 1981 made considerable contributions to our economy. As indicated in Table VI-1, their $12.2 billion in spending here directly supported 320 thousand jobs. More than $1.1 billion was generated for federal, state and local governments in tax revenue.

Table VI-1: Measures of Foreign Visitors' Economic Contribution, 1981: Preliminary

Expenditures in U.S.	$12.2 billion
Payroll income generated	$ 2.5 billion
Employment generated	320 thousand
Federal tax revenue generated	$650 million
State tax revenue generated	$330 million
Local tax revenue generated	$130 million

Source: U.S. Travel Data Center.

For the first time, 1980 produced a surplus in our international travel accounts as foreign visitors spent more here than U.S. visitors spent in other countries. However, as the following discussion will make clear, this is no cause for complacency.

Once again, 1981 closed with Canada's being far and away the leader in generating visitors to the U.S. However, the number declined as foreign exchange rates became increasingly unfavorable for Canadians. For the first time, Canada accounted for less than half of our total visitors from foreign countries.

Overall, foreign visitation increased only 2.6 percent, the smallest growth since 1974. Mexico stood out as the top-seven origin country with the most growth, followed by the United Kingdom.

Expenditures by foreign visitors in the U.S. (excluding international passenger transportation costs) soared nearly 21 percent, well above the growth trend of 17 percent per year over the last decade.

Table VI-2: Foreign Visitors and Expenditures in the U.S., by Selected Country of Origin, 1981

	Visitors		Visitor expenditures	
Country of Origin	Millions	Variation from 1979	$ millions	Variation from 1979
Canada	10.936	-3.9%	$2,624	+8.1%
Mexico	3.800	+18.8	3,828	+49.9
United Kingdom	1.225	+8.4	535	+14.1
Japan	1.170	+4.0	865	+11.8
West Germany	.700	+2.9	555	+11.0
Venezuela	.515	+10.8	425	+14.9
France	.330	+3.1	235	+8.8
Total U.S.	23.086	+2.6%	$12,165	+20.6%

Note: Excludes international passenger fare payments and cruise travelers.
Source: U.S. Travel and Tourism Administration, and Bureau of Economic Analysis, U.S. Department of Commerce.

Mexican visitor spending rose fifty percent from 1980 and accounted for nearly one-third of all foreign visitor spending for the year. This is remarkable in light of Mexico's sixteen-percent share of our foreign visitors.

Despite falling in numbers, Canadian visitors managed to spend more here during 1981. Although they make up nearly half of our foreign visitors, Canadians accounted for less than one-quarter of total spending in 1981.

Table VI-3 shows the average spent by a foreign visitor for six of our four top seven origination countries in 1981. Mexico has been excluded because the annual counts of visitors to the U.S. appear to be considerably understated and seriously bias the average spending figures.

The average foreign visitor spent $527 while in the U.S., an increase of 18 percent over 1980. Visitors from Venezuela showed the highest spending of the countries listed: more than one half again as large as the overall average.

Table VI-3: Average Expenditure in the U.S. per Visitor from Selected Countries, 1981

Origin Country	Average
Canada	$240
United Kingdom	437
Japan	739
West Germany	793
Venezuela	825
France	712
All countries	$527

Source: U.S. Travel Data Center, Table VI-2.

U.S. Outbound Travel

U.S. travel to foreign countries showed considerably less growth than did foreign visitation in America (Table VI-4).

Table VI-4: U.S. Travelers and Expenditures in Selected Foreign Courntries, 1981

	U.S. Travelers		U.S. expenditures	
Country Visited	Millions	Variation from 1979	$ millions	Variation from 1979
Canada	11.374	+1.8%	$2,033	+11.9%
Mexico	3.432	-0.3	2,880	+12.3
United Kingdom	1.281	-18.9	952	-5.6
France	0.863	-2.8	375	-2.1
West Germany	0.834	+6.0	361	+12.1
Italy	.726	-3.1	301	-16.4
Bahamas	.705	-6.6	243	-7.3
Total U.S.	22.876	+0.7%	$11,460	+10.2%

Note: Excludes international passenger fare payments and cruise travelers.
Source: U.S. Travel and Tourism Administration; Bureau of Economic Analysis, U.S. Department of Commerce.

U.S. travelers to foreign destinations increased less than one percent over 1980. Canada garnered one-half of U.S. outbound travel, and U.S. visitors increased after declining for most of the last decade. West Germany showed the greatest growth as a U.S. destination, while the United Kingdom indicated the greatest decline among the top seven foreign destinations.

U.S. spending in foreign countries, exclusive of international passenger fares, rose about ten percent, the smallest growth rate since 1977. Mexico received the most U.S. visitor spending and showed the greatest rate of growth among the top seven countries as well, remarkable in light of the decline in U.S. visitors. West Germany and Canada also enjoyed double-digit growth rates in U.S. visitor spending in 1981.

Table VI-5: Average Expenditure per U.S. Traveler in Selected Foreign Countries, 1981

Country visited	Average
Canada	$179
United Kingdom	743
France	435
West Germany	433
Italy	415
Bahamas	345
All countries	$501

Source: U.S. Travel Data Center, Table VI-4.

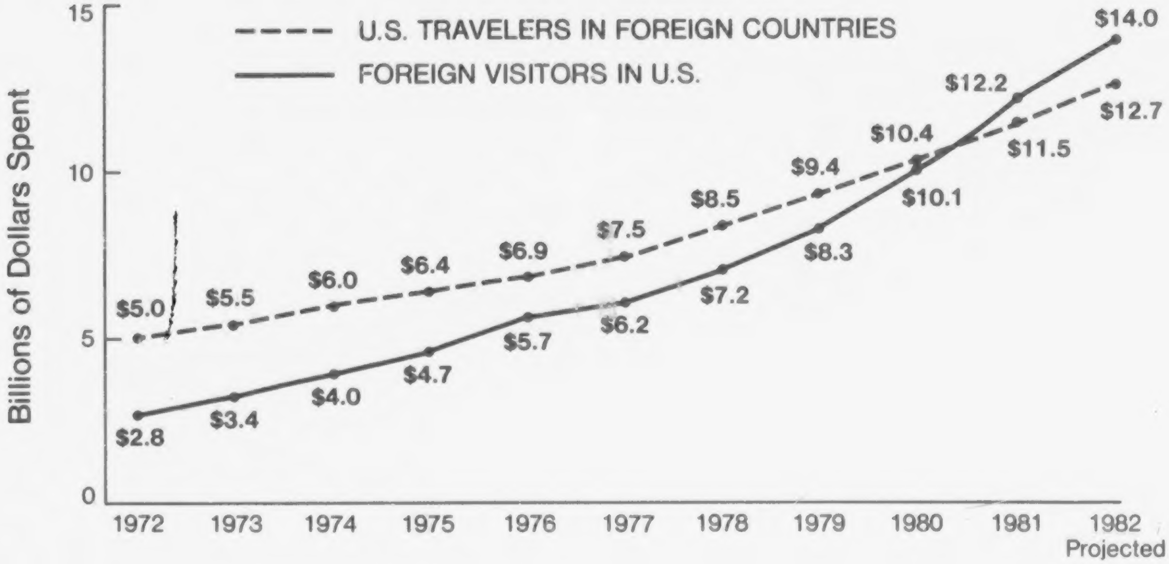
The average U.S. outbound traveler spent $501 in countries visited, up nine percent from 1980 (Table VI-5). U.S. visitors to the United Kingdom spent considerably more than in any of the other top six foreign destinations (excluding Mexico). Americans visiting Canada spent only $179 per visit, about one-third the average for all countries.

International Travel Balances

Revised government data indicate that the U.S. did not receive more foreign visitors in 1980 than it sent to foreign countries, as was once thought. However, we did show a visitor surplus for the first time since World War II in 1981, as foreign arrivals exceeded U.S. citizen departures for foreign countries by over 200 thousand.

Figure 6A indicates that the dollar gap in international travel spending finally closed as well in 1981. The deficit of foreign visitor spending in this country less U.S. spending in other countries persisted throughout the postwar period. It reached a peak in 1973, and, but for a brief rise in 1977, has declined every year since. In 1981, the balance turned in our favor to the tune of $700 million.

FIGURE 6A
THE INTERNATIONAL TRAVEL SPENDING GAP FINALLY CLOSED IN 1981



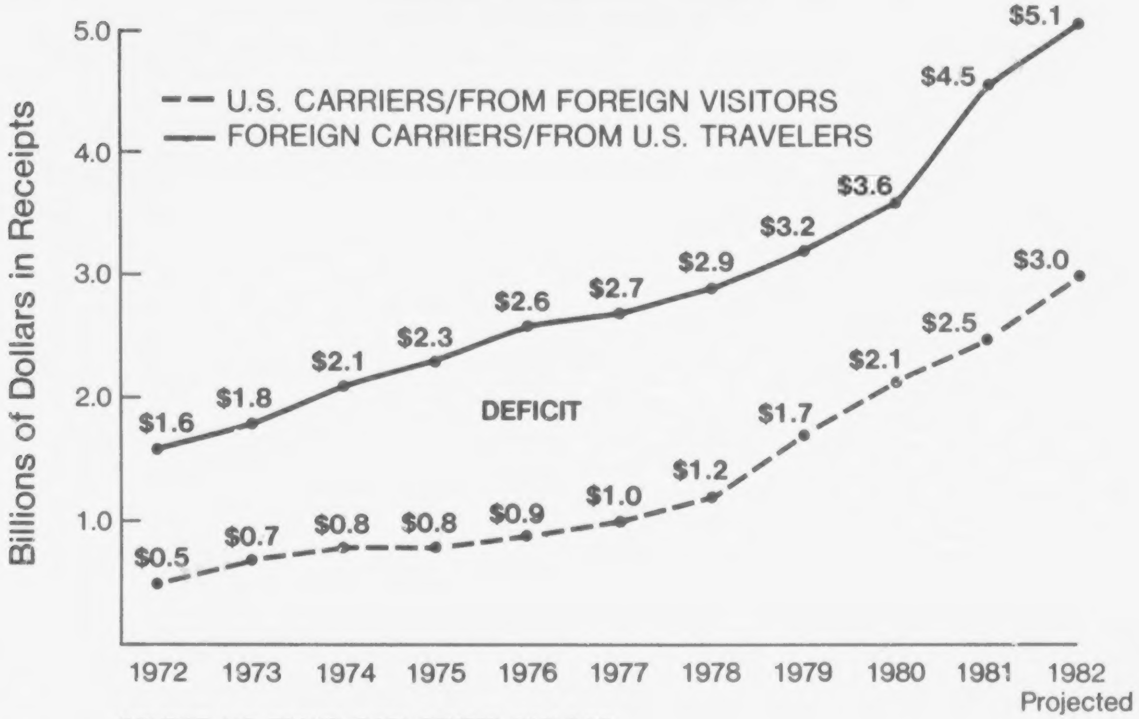
SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 6A.*

This favorable balance is exclusive of U.S. receipts from carrying foreign passengers less U.S. payments to foreign carriers: the international passenger transportation account. On this account, 1980 was turn for the worse, as indicated in Figure 6B.

This deficit began to rise in 1973 as foreign carriers earned more from U.S. international travelers than U.S. carriers did from foreign residents. The deficit peaked in 1977 and then declined for two years. In 1981, the adverse balance stood nearly $2.2 billion, the highest level on record.

The international passenger fare deficit has widened as foreign carriers have been more successful in attracting U.S. travelers while continuing to carry a large portion of foreign nationals visiting the U.S. In some cases, U.S. carriers are prevented from competing on a fair basis with foreign airlines by foreign governments' regulations. The passenger fare deficit is projected to remain at the $2.1 billion level in 1982 and will grow unless impediments to fair competion in international air travel are removed.

FIGURE 6B
U.S. INTERNATIONAL PASSENGER FARE DEFICIT HAS NOT IMPROVED



SOURCE: *U.S. TRAVEL DATA CENTER, TABLE 6B.*

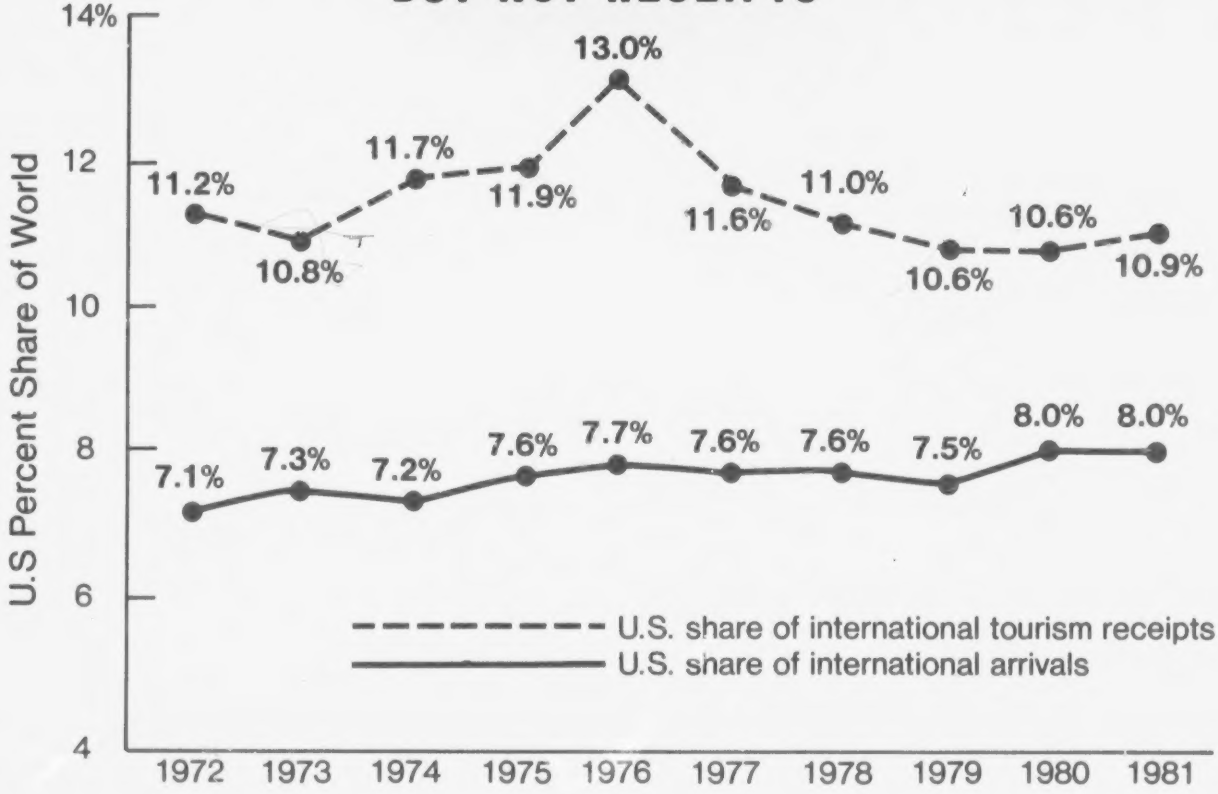
Declining Market Share

The historic U.S. turning points in international tourism reached in 1981 should be no cause for complacency. The widening passenger fare deficit that we suffer is one reason. The trends shown in Figure 6C are another.

The U.S. share of international arrivals has grown over the last decade. We now garner eight percent of all international arrivals, our largest share since 1961.

Unfortunately, our share of the world's international travel receipts has been on the decline since 1976, when our Bicentennial celebrations attracted an exceptional proportion of world travel dollars.

FIGURE 6C
U.S. SHARE OF INTERNATIONAL ARRIVALS HAS RISEN, BUT NOT RECEIPTS



Source: *U.S. Travel Data Center, Table 6C.*

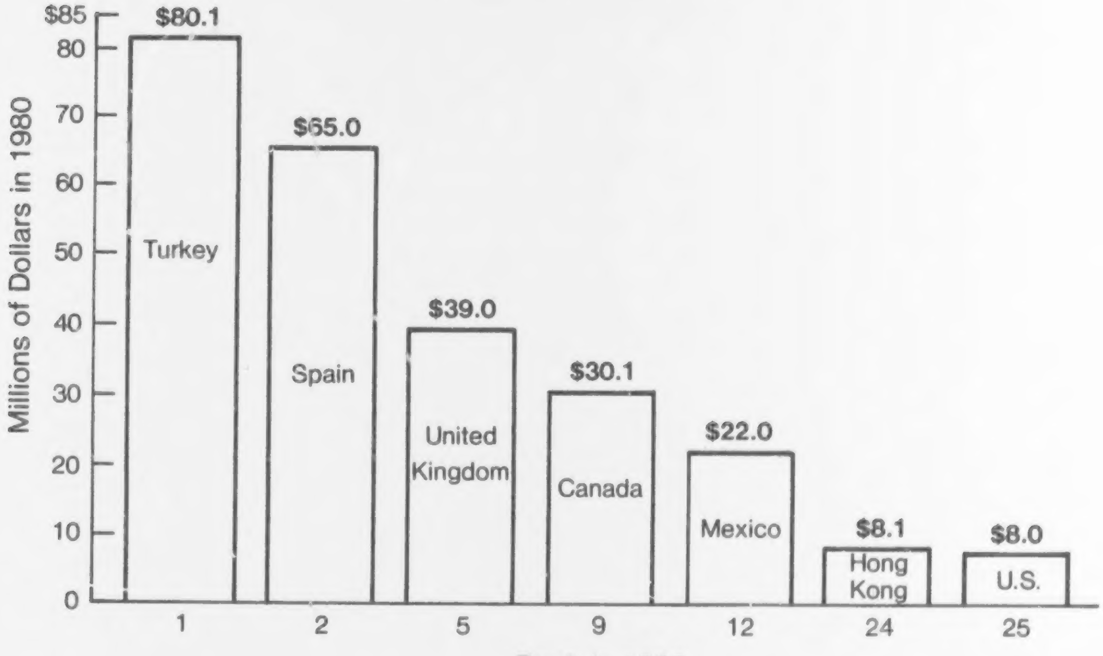
Declining share in a rising market indicates we are not selling the U.S. well to potential foreign visitors. Our growth is the result of the rising tide lifting all boats. We are benefiting from an overall surge in international travel, not from our own efforts to gain a larger market share.

Nowhere is our declining presence in world tourism markets more evident than in our national government budget for international tourism promotion. After peaking at more than $14 million in fiscal 1978, the budget for the U.S. Travel Service (now the U.S. Travel and Tourism Administration) declined to

$7.6 million in fiscal 1982. If we use the increase in consumer prices to represent inflation over these years, the administration is spending about one-third as much in real terms on developing foreign tourism markets in 1982 as it did in 1978.

The U.S. is falling behind other nations in attracting foreign visitors. Figure 6D graphically portrays our current failure to devote sufficient public resources to garnering a larger share of international tourism. These twenty-four other countries, some much less able than we to finance tourism development, cannot all be wrong.

FIGURE 6D
U.S. RANKS 25th IN NATIONAL GOVERNMENT TOURISM SPENDING

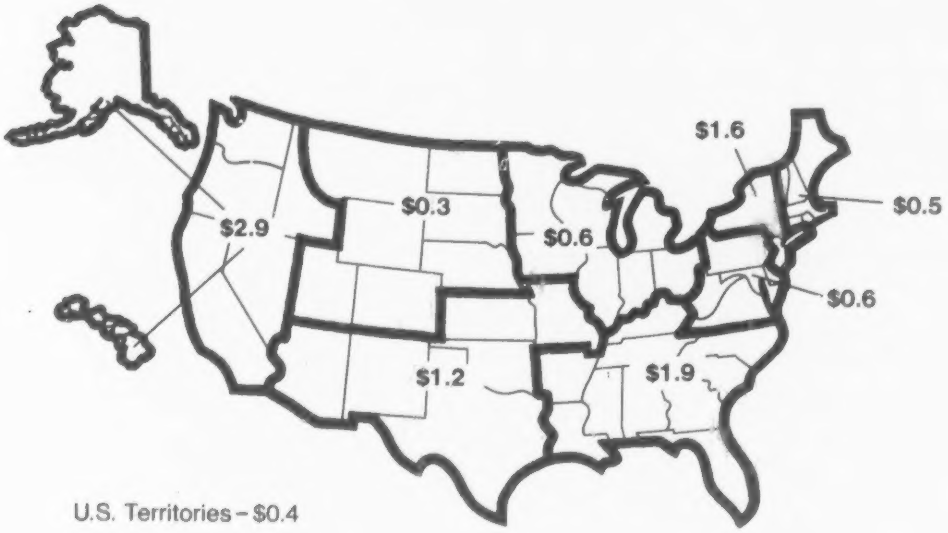


Source: *U.S. Travel Data Center, Table 6D.*

Figure 6E suggests the stake that various U.S. regions have in seeing that the U.S. develops a strong position in international travel markets. In 1980, foreign visitors spent nearly $3 billion in the Far West alone, generating substantial employment and income in the process. The South, too, enjoys considerable economic benefits from these markets.

Other regions gain less, but the amounts are still substantial relative to their economies. Additional resources devoted to foreign tourism markets could considerably increase the flow of foreign visitors and dollars to these areas.

FIGURE 6E
FOREIGN VISITOR EXPENDITURES IN U.S. REGIONS, 1980
($ billions)



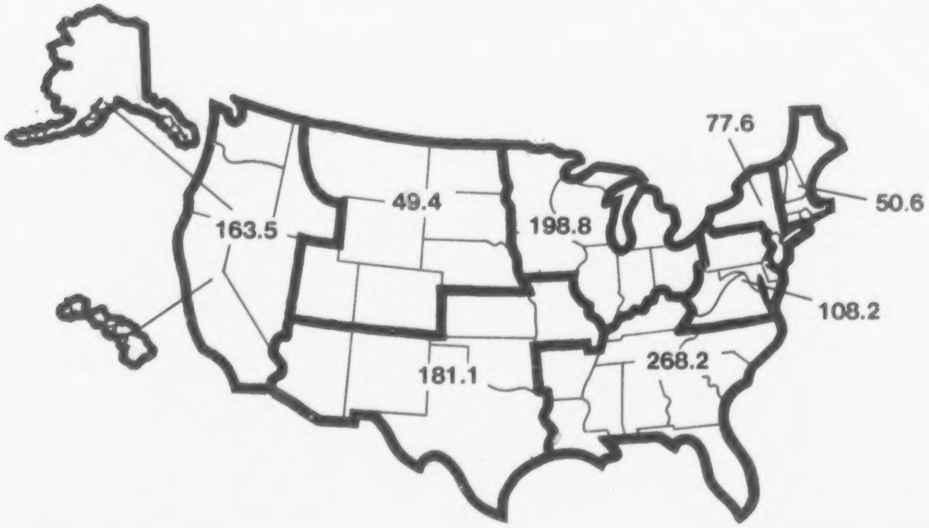
Source: *U.S. Travel Data Center, Table 7B*

VII. REGIONAL TRAVEL PATTERNS

Americans enjoy traveling in their own country. The U.S. Travel Data Center estimates they took 1.1 billion person-trips to U.S. destinations 100 miles or more away from home in 1981. These trips include business and vacation, air and auto trips, summer and winter trips, in short, all kinds of travel away from home.

Figure 7A shows the destination of 1981 travel away from home by the eight travel regions originally developed by Discover America Travel Organizations (now the Travel Industry Association of America). The estimates were derived from the Data Center's National Travel Survey, conducted monthly.

FIGURE 7A
U.S. RESIDENT TRAVEL BY DESTINATION REGION, 1981
(millions of person-trips)



Source: *U.S. Travel Data Center, National Travel Survey*

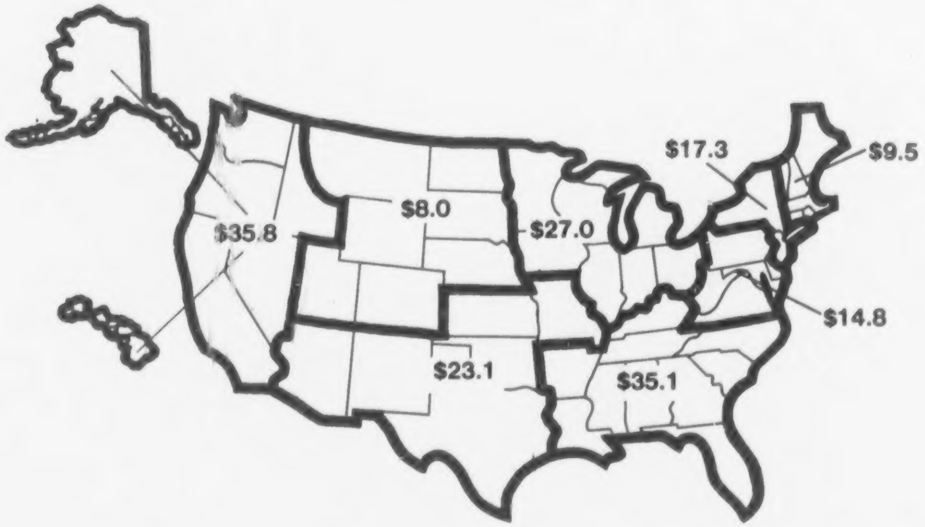
The South includes the greatest number of states and is the most popular regional destination. In 1981, this region attracted one-quarter of all U.S. trips. The Mountain West region garnered the least number of U.S. travelers with almost as many as seventh-place New England.

Regional Economic Impact

Travel's economic contribution in a region starts with travel spending there. Travel expenditures are a function not only of the number of trips to a region, but the number of days spent there and the eating, lodging, amusement and transportation habits of visitors. The Data Center's Travel Economic Impact Model was developed to combine estimates of these factors to produce the measures of employment, income and tax revenue generated by travelers in an area.

The 1980 estimates of U.S. and foreign visitor spending in each region are shown in Figure 7B. Despite its edge of attracting American travelers, The South was second to the Far West in total travel expenditures in 1980, the latest year available. Each of these two regions garnered about one-fifth

FIGURE 7B
U.S. AND FOREIGN TRAVEL EXPENDITURES IN U.S. REGIONS, 1980
($ billions)



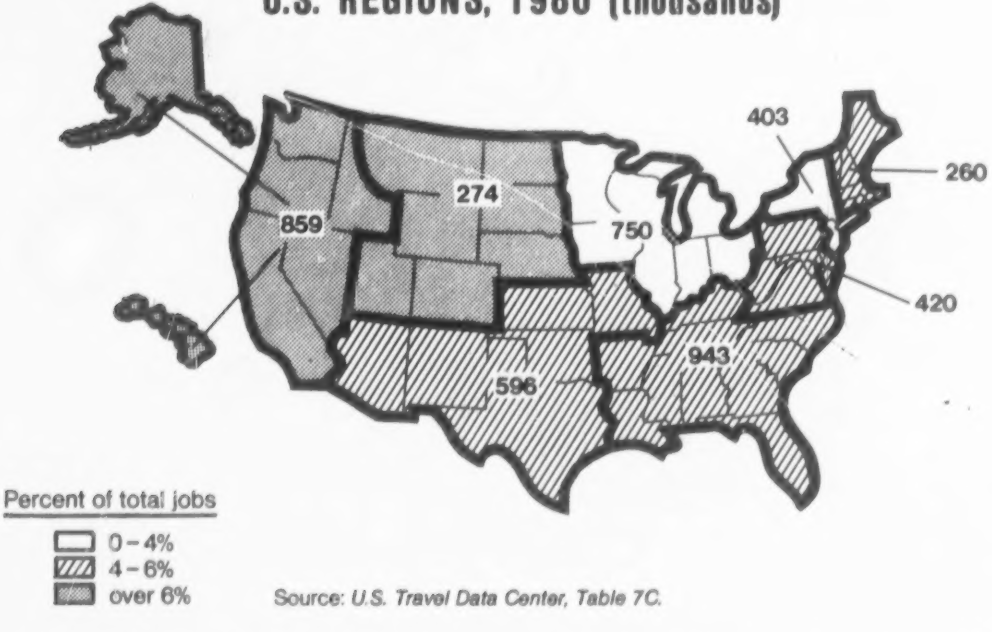
Source: *U.S. Travel Data Center, Table 7B* of the $172 billion total travel expenditures in the U.S. for the year. Even the Mountain West, which had the smallest portion of 1980 travel spending, received $8 billion from travelers.

Individual states and cities as well as regions benefit from travel and tourism activity. Travel contributes to the economy of virtually all local areas in the nation. The U.S. Travel Data Center has conducted studies of travel's economic impact in nearly 1,400 of the nation's 3,100 counties and county-equivalents since 1978. In only two of these counties was it found that travel made no measureable economic contribution. There are few industries that can boast of such far-reaching advantages.

One of the most important benefits of travel is the employment it generates. Figure 7C shows the regional distribution of the more than 4.5 million jobs directly attributable to travel for 1980, the most recent data available.

FIGURE 7C

EMPLOYMENT GENERATED BY U.S. AND FOREIGN TRAVELERS IN U.S. REGIONS, 1980 (thousands)



Source: *U.S. Travel Data Center, Table 7C.*

The South leads all other regions with nearly one million travel-generated jobs in 1980. The Far West, leader in travel expenditures, holds second place. New England shows the least number of travel jobs, but still tops one-quarter million.

These absolute figures do not nessarily represent the importance of travel and tourism to the regions. For example, the 274 thousand travel-related jobs in the Mountain West is only about one-third the total in the South. However, travel in the Mountain West provides more than eight percent of the jobs in the region, against less than six percent in the latter (see Table 7C in Appendix A).

Major industrial regions, such as the Great Lakes area and the East, indicate the least dependence on travel and tourism for employment. However, these areas still have a significant stake in the growth and prosperity of travel as a replacement for older industries now in decline.

Travel is a powerful economic development force in many areas. Data Center studies show that travel and tourism generate more jobs than any other private industry in 12 states and is among the top three private employers in 35 states. In no state does travel rank lower than ninth among the 69 private sector industries studied.

Public officials and business executives concerned with facilitating regional economic development should consider policies that encourage travel development and avoid those that impede tourism's unique abilities to generate employment.

VIII. CONCLUSION

The travel industry has been described as a collection of diverse products sold by a fragmented industry to segmented markets through a complex distribution chain.

It is not concentrated in definite areas of the country nor is it characterized by large plants with towering smokestacks. Instead, it comprises the airline terminal out in the suburbs, the highway motel, the travel agency down the block, and a host of other businesses that do not even recognize their dependence on tourism since visitors are indistinguishable from other customers.

It is not surprising that government officials, business executives and the public have not fairly grasped the scope and significance of travel away from home and the industry that has developed to serve it. Many in the travel industry do not fully comprehend the nature of travel's economic contributions. How much more difficult it is for others, often in position to influence the course of travel and prospects for the industry, to realize the significance of tourism.

The preceeding pages have attempted to outline the role of travel and tourism in the American economy. It has grown larger over the years, outdistancing all but one of our retail industries. It has developed job opportunities at faster rates than the rest of the economy, often for the very people who most need these opportunities. Travel contributes substantially to the incomes of people, businesses and governments, and it is a prominent part of the American lifestyle.

Travel knows no international boundaries. Indeed, the economic significance of foreign visitors to America has grown faster than that of domestic travel in recent years. And international travel flows are making a positive contribution to the nation's balance of payments at long last.

Travel and tourism are ubiquitous among U.S. regions as well. Nearly every local area benefits from hosting visitors. Often those regions with the smallest volumes of economic activity count on travel the most for employment and income.

Travel's growth in recent years has been beset with a plethora of challenges. Petroleum shortages, super-inflation, restrictive government policies, and a discouraging economy have dampened the growth we once took for granted. Competition is keener, consumers are more selective, and governments are quicker to hitch their revenue to travel's rising star. As a consequence, it is more difficult for the industry to provide customer satisfaction now and plan for better service in the years ahead.

Government is best viewed in a market economy as providing those services which business and the public cannot provide for themselves. Policies that encourage stable prices and a growing economy will help industry provide the best travel experiences. Programs that facilitate international travel and fair competition with foreign travel services help improve our balance of payments and strengthen the dollar in international currency markets. Procedures that maintain industry's access to petroleum supplies in times of scarcity help guarantee that travel and the travel industry can grow at a fair and equitable rate.

The information in this report has been gathered from the best objective sources and analyzed with an eye to clearly portraying the history, prospects, opportunities and challenges of travel and tourism in America. It is released in the spirit of aiding industry and others to understand the public interest in travel and tourism. Better understanding is the best foundation for insuring that travel will contribute as much or more to American enjoyment and well-being in the years ahead as it has in the years past.

A realistic appreciation of travel's strengths and vulnerabilities is a guarantee that travel will contribute as much or more to Americans' enjoyment and well-being in the years ahead as it has in the past.

APPENDIX A: BASIC TRAVEL DATA

Table 2A: Business Receipts of Selected U.S. Travel Industry Sectors, 1972-1982 Projected

($ billions)

Component	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	Projected 1982
Transportation											
Air	$ 7.686	$ 8.518	$ 9.903	$ 10.301	$ 12.104	$13.773	$ 15.753	$ 18.931	$ 23.317	$ 25.687	$ 28.500
Bus	.974	1.023	1.152	1.172	1.232	1.331	1.420	1.655	1.943	2.045	2.150
Rail	.163	.202	.257	.253	.287	.310	.321	.398	.429[1]	.496[1]	.570
Lodging											
Hotel/motel	10.027	10.955	11.757	13.002	15.129	16.413	19.443	22.226	23.638	26.637	29.300
Foodservice											
Eating and drinking places	36.180	40.402	44.673	51.067	57.211	63.276	70.679	79.576	85.842	94.070	102.500
Entertainment/Recreation											
Amusement and Recreation services	13.378	14.120	16.695	18.047	20.748	22.803	23.224	25.750	28.327	31.704	34.900
Travel industry	$ 68.408	$ 75.220	$ 84.437	$ 93.842	$106.711	$117.906	$130.840	$148.536	$163.496	$180.639	$197.900
Gross national product	$1,185.9	$1,326.4	$1,434.2	$1,549.2	$1,718.0	$1,918.0	$2,156.1	$2,413.9	$2,626.1	$2,925.5	$3,160.0

Source: U.S. Travel Data Center, based on data from the Civil Aeronautics Board, American Bus Association, Amtrak, U.S. Bureau of Economic Analysis, U.S. Department of Commerce, U.S. Bureau of the Census.

[1] FY 80 October 1 - September 30.

Table 2B: Business Receipts of Selected U.S. Travel Industry Sectors in 1972 Dollars, 1972-1982 Projected

($ billions)

Component	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	Projected 1982
Transportation											
Air	$ 7.686	$ 8.230	$ 8.434	$ 8.581	$ 9.551	$ 10.298	$ 11.850	$ 13.420	$ 12.896	$ 12.702	$ 13.300
Bus	.974	1.016	1.066	.978	.966	.989	.978	1.047	1.066	1.047	1.000
Rail	.163	.206	.234	.212	.234	.228	.228	.266	.252	.253	.240
Lodging											
Hotel/motel	10.027	10.504	10.478	10.797	11.611	11.647	12.130	11.999	11.175	11.300	11.200
Foodservice											
Eating and drinking places	36.180	37.459	36.742	38.410	40.303	41.415	42.427	42.950	42.149	42.380	42.800
Entertainment/Recreation											
Amusement and Recreation services	13.378	12.931	15.289	15.529	17.141	16.703	16.988	17.610	18.028	18.805	19.500
Travel industry	$ 68.408	$ 70.346	$ 72.243	$ 74.507	$ 79.806	$ 81.280	$ 84.601	$ 87.292	$ 85.566	$ 86.487	$ 88.000
Gross national product	$1,185.9	$1,255.0	$1,248.0	$1,233.9	$1,300.4	$1,371.7	$1,436.9	$1,483.0	$1,480.7	$1,510.3	$1,510.0

Source: U.S. Travel Data Center, based on data from the Civil Aeronautics Board, American Bus Association, Amtrak, U.S. Bureau of the Census, the U.S. Bureau of Labor Statistics, and the U.S. Bureau of Economic Analysis.

Table 2C: U.S. Domestic Intercity Transportation Activity, 1972-1982 Projected

(billions of passenger-miles)

Mode	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	Projected 1982
Common carriers											
Air	121.8	130.5	133.7	136.0	151.4	163.2	187.8	212.7	204.4	201.3	211
Bus	25.6	26.4	27.7	25.4	25.1	25.7	25.4	27.2	27.7	27.2	26.7
Amtrak	3.0	3.8	4.3	3.9	4.3	4.2	4.2	4.9	4.6	4.7	4.5
Total	150.4	160.7	165.7	165.3	180.8	193.1	217.4	244.8	236.7	233.2	242.2
Auto/truck/RV	987.9	1,017.4	981.7	1,024.4	1,102.1	1,151.6	1,192.1	1,157.2	1,137.8	1,176.3	1,220
Total All Modes	1,138.3	1,178.0	1,147.3	1,189.7	1,282.9	1,344.7	1,409.5	1,402.0	1,374.6	1,409.5	1,462

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center, based on data from the Civil Aeronautics Board, American Bus Association, Amtrak, and the Federal Highway Administration.

Table 3A: Travel Price Index and Its Components, 1972-1982 Projected

(1967 = 100)

Component	1972	1973	1974	1975	1976	1977*	1978	1979	1980	1981	Projected 1982
Transportation											
Airline fares	130.3	134.7	145.9	159.0	172.2	182.0	190.6	205.8	284.8	358.4	398
Bus fares	140.1	145.7	161.0	186.0	196.9	223.5	240.2	260.0	297.1	339.8	381
Rail fares	124.5	122.8	135.2	151.2	165.3	180.6	194.6	212.4	250.1	297.9	343
Gasoline	107.6	118.1	159.9	170.8	177.9	188.2	196.3	265.6	369.1	410.9	427
Lodging											
Hotel/motel	132.7	138.4	148.9	159.8	172.9	187.0	213.1	245.8	280.7	312.8	344
Foodservice											
Food away from home	131.1	141.4	159.4	174.3	186.1	200.3	218.4	242.9	267.0	291.0	314
Entertainment/Recreation											
Entertainment services	128.3	132.3	140.1	149.1	155.3	166.2	175.4	187.6	201.6	216.3	231
Incidentals	115.1	118.0	125.6	132.9	137.4	161.5	168.7	178.0	193.3	206.1	221
Travel Price Index	123.0	130.0	148.9	160.2	169.9	187.8	203.3	234.3	283.2	319.7	344
Consumer Price Index	125.3	133.1	147.7	161.2	170.2	181.5	195.4	217.4	246.8	272.3	294

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*Consumer Price Index revised beginning with 1977; data for 1977 and subsequent years are not strictly comparable with earlier years.

Source: U.S. Travel Data Center, based on U.S. Bureau of Labor Statistics data.

Table 4A: Payroll Employment for Selected Travel Industry Sectors, 1958-1981

(thousands)

Sector	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
Intercity highway passenger transportation	43.0	41.4	40.5	40.9	41.3	40.8	42.1	41.8	41.9	43.8	43.2	43.2
Air transportation	165.2	179.3	191.2	195.7	196.9	201.7	212.6	229.0	248.3	298.2	329.2	352.9
Eating and drinking places	1,528.9	1,602.9	1,654.3	1,664.8	1,720.5	1,747.9	1,848.1	1,987.9	2,117.9	2,191.4	2,308.8	2,465.7
Hotels, motels and tourist courts	492.8	511.7	530.8	543.9	559.2	566.6	592.6	609.6	638.8	653.4	676.8	703.2
Travel industry	2,229.9	2,335.3	2,416.8	2,445.3	2,517.9	2,557.0	2,695.4	2,868.3	3,046.9	3,186.8	3,358.0	3,565.0
Total U.S.	51,324	53,268	54,189	53,999	55,549	56,653	58,283	60,765	63,901	65,803	67,897	70,384

Source: U.S. Department of Labor, Bureau of Labor Statistics, Employment and Earnings, United States, 1909-78, (July, 1979), Supplement to Employment and Earnings, Revised Establishment Data (Jan., 1977-Mar., 1981) (August, 1981), Employment and Earnings (March, 1982).

Table 4A: Payroll Employment for Selected Travel Industry Sectors, 1958-1981 (Continued)

(thousands)

Sector	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981
Intercity highway passenger transportation	43.4	43.5	42.0	41.3	42.4	39.9	39.6	37.4	36.1	36.7	38.3	39.4
Air transportation	315.7	344.6	348.3	365.7	367.8	362.8	373.8	386.3	407.9	438.2	455.1	459.1
Eating and drinking places	2,575.6	2,700.4	2,860.2	3,053.8	3,231.2	3,379.5	3,656.2	3,948.6	4,277.2	4,513.1	4,666.1	4,833.2
Hotels, motels and tourist courts	717.4	737.6	774.9	807.7	823.5	849.5	885.2	913.0	945.6	1,019.9	1,054.0	1,061.2
Travel industry	3,688.1	3,826.1	4,025.4	4,268.5	4,464.9	4,631.7	4,954.8	5,285.3	5,666.8	6,007.9	6,213.5	6,392.9
Total U.S.	70,880	71,214	73,675	76,790	78,265	76,945	79,382	82,471	86,697	89,823	90,564	91,543

Table 4B: Payroll Employment for Selected Travel Industry Sectors, 1980 Monthly

(thousands)

Sector	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Setp.	Oct.	Nov.	Dec.
Intercity Highway Passenger transportation	36.7	35.7	35.8	37.1	38.1	39.4	40.6	41.8	40.5	38.2	37.7	38.4
Air transportation	456.7	455.3	456.5	456.7	458.9	457.6	458.8	460.2	452.7	450.5	447.3	450.4
Eating and drinking places	4,373.2	4,397.2	4,480.8	4,617.3	4,712.1	4,764.1	4,774.1	4,814.2	4,846.9	4,756.8	4,735.4	4,720.8
Hotels, motels and tourist courts	958.6	970.5	1,003.9	1,050.5	1,081.2	1,117.9	1,146.4	1,150.7	1,113.2	1,053.1	1,010.4	991.7
Amusement and recreation services	630.0	646.0	700.2	750.1	814.9	876.6	889.5	884.9	820.9	731.0	687.6	695.8
Travel industry	6,455.2	6,504.7	6,677.2	6,911.7	7,105.2	7,255.6	7,309.4	7,351.8	7,274.2	7,029.6	6,918.4	6,897.1
Total U.S.	89,553	89,691	90.253	90,665	90,765	90,955	89,711	89,969	90,638	91,244	91,599	91,750

Source: U.S. Department of Labor, Bureau of Labor Statistics, *Supplement of Employment and Earnings, Revised Establishment Data (Jan., 1977-Mar., 1981)* (August, 1981), *Employment and Earnings* (March, 1982).

Table 4B: Payroll Employment of Selected Travel Industry Sectors, 1981 Monthly (Continued)

(thousands)

Sector	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Setp.	Oct.	Nov.	Dec.
Intercity Highway Passenger transportation	37.5	37.5	37.7	38.3	39.7	40.9	41.9	42.1	41.3	39.2	38.4	38.4
Air transportation	451.7	454.7	456.5	458.4	461.7	465.4	468.2	468.2	462.3	457.0	453.3	451.8
Eating and drinking places	4,561.3	4,585.3	4,687.8	4,779.4	4,888.3	4,919.6	4,889.0	4,926.0	4,978.2	4,957.2	4,915.0	4,891.2
Hotels, motels and tourist courts	964.8	970.1	993.5	1,117.9	1,089.3	1,129.6	1,161.2	1,158.2	1,121.0	1,061.2	1,025.3	1,001.5
Amusement and recreation services	664.9	683.2	725.3	876.6	852.8	906.7	933.9	930.4	879.4	761.2	738.7	751.8
Travel industry	6,680.2	6,730.8	6,900.8	7,270.6	7,331.8	7,462.2	7,494.2	7,524.9	7,482.2	7,275.8	7,170.7	7,134.7
Total U.S.	89,988	90,138	90,720	91,337	91,848	92,481	91,600	91,598	92,159	92,424	92,293	91,915

Source: U.S. Department of Labor, Bureau of Labor Statistics, Supplement of Employment and Earnings, Revised Establishment Data (Jan., 1977-Mar., 1981) (August, 1981), Employment and Earnings (March, 1982).

Table 5A: U.S. Travel/tourism Transportation Consumption of Petroleum, 1980-81

(millions of barrels)

Sector	1981	1980	1981 percent Distribution	1981/80 percent change
Travel/tourism				
Certificated air[1]	203.6	219.5	3.5%	-7.2%
General aviation[2]	34.9	32.9	0.6	+5.9
Intercity bus[3]	3.0	3.1	0.1	-3.6
Amtrak[4]	1.6	1.8	*	-8.0
Auto/truck/RV/motorcycle[5]	290.5	289.1	5.0	+0.5
Total	534.0	546.5	9.1	-2.3
Local personal passenger vehicle transportation[5]	1,454.4	1,466.5	24.9	-0.8
Other transportation[5]	1,671.6	1,735.7	28.6	-3.7
Total transportation[6]	3,416.5	3,491.3	58.5	-2.1
Industrial[6]	1,473.7	1,703.5	25.2	-13.5
Residential and commercial[6]	597.5	622.4	10.2	-4.0
Electric utilities[6]	352.4	424.7	6.0	-17.0
TOTAL PETROLEUM CONSUMPTION[6]	5,840.4	6,242.5	100.0%	-6.4%

Note: details may not add to totals due to rounding.
*less than .05 percent.
Source: U.S. Travel Data Center

[1] Civil Aeronautics Board. [2] Federal Aviation Administration. [3] American Bus Association for Class I intercity carriers. [4] Amtrak. [5] Estimated by the U.S. Travel Data Center based upon the 1977 Nationwide Personal Transportation Study and Federal Highway Administration data. [6] U.S. Department of Energy, Monthly Energy Review, May 1982.

Table 5B: U.S. Domestic Consumption of Energy, 1980-1981

(Quadrillion BTU)

	1981	1980	Percent change
Travel/tourism transportation	2.899	2.967	-2.3%
Local personal passenger vehicle transportation	7.896	7.962	-0.8
Motor gasoline	12.627	12.649	-0.2
Transportation	19.216	19.682	-2.4
Total domestic energy consumption	73.779	75.913	-2.8

Source: U.S. Travel Data Center, based on data from Table 5A and U.S. Department of Energy, Monthly Energy Review, May, 1982.

Table 6A: U.S. International Travel Receipts, Payments and Balance, 1972-1982 Projected

($ millions)

	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	Projected 1982
Receipts from foreign visitors in the U.S.	$ 2,817	$ 3,412	$ 4,032	$ 4,697	$ 5,742	$ 6,150	$ 7,186	$ 8,335	$10,090	$12,165	$14,000
Payments of U.S. travelers in foreign countries	5,042	5,526	5,980	$6,417	6,856	7,451	8,475	9,413	10,397	11,460	12,700
Balance on travel receipts less payment	-2,225	-2,114	-1,948	-1,720	-1,114	-1,301	-1,289	-1,078	-307	705	1,300
World international travel receipts	$24,200	$27,600	$34,100	$38,600	$43,700	$52,400	$65,100	$79,000	$95,300	$106,100	N/A

N/A: not available.

Source: Bureau of Economic Analysis, U.S. Department of Commerce, Survey of Current Business, Vol. 60, No. 5 and Vol. 61, No. 5; 1982 projections from U.S. Travel and Tourism Administration, U.S. Department of Commerce, and U.S. Travel Data Center.

Table 6B: U.S. International Passenger Fare Receipts, Payments and Balance, 1970-1982 Projected

($ millions)

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	Projected 1982
U.S. passenger fare receipts from foreign travelers	$ 377	$ 425	$ 494	$ 718	$ 813	$ 767	$ 937	$1,025	$1,238	$1,677	$2,053	$2,455	$2,950
U.S. passenger fare payments to foreign carriers	1,215	1,290	1,596	1,790	2,095	2,263	2,568	2,748	2,896	3,184	3,607	4,487	5,100
Balance of passenger fare receipts less payments	-838	-865	-1,102	-1,072	-1,282	-1,496	-1,631	-1,723	-1,658	-1,507	-1,554	-2,032	-2,150

Source: Bureau of Economic Analysis, U.S. Department of Commerce, Survey of Current Business, Vol. 60, No. 5 and Vol. 61, No. 5, 1982 projections from U.S. Travel and Tourism Administration, U.S. Department of Commerce, and U.S. Travel Data Center.

Table 6C: U.S. and World International Travel Receipts and Arrivals, 1972-1982 Projected

	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	Projected 1982
International travel receipts ($ billions)											
United States	$ 2.81	$ 3.81	$ 4.03	$ 4.70	$ 5.74	$ 6.15	$ 7.19	$ 8.34	$10.1	$12.2	$14.0
World	$24.8	$31.3	$34.1	$38.6	$43.7	$52.4	$65.0	$79.0	$95.3	$106	N/A
International arrivals (millions)											
United States	13.1	14.0	14.2	15.7	17.5	18.5	19.7	20.3	22.5	23.1	22.5
World	184	191	197	207	227	244	259	270	279	290	N/A

N/A: not available.
Source: Bureau of Economic Analysis, U.S. Department of Commerce, World Tourism Organization; 1982 projections from U.S. Travel and Tourism Administration and U.S. Travel Data Center.

Table 6D: National Government Expenditures on Tourism Development by Top 25 Countries, 1980

Rank	Country	Expenditures ($ millions)
1	Turkey	$80.1
2	Spain	65.0
3	Korea	46.5
4	Belgium	40.8
5	United Kingdom	39.0
6	France	39.0
7	Portugal	36.2
8	Togo	32.4
9	Canada	30.1
10	Syria	27.5
11	Hungary	23.6
12	Mexico	22.0
13	Ireland	20.8
14	Peru	18.1
15	Austria	17.8
16	Switzerland	17.2
17	Germany	15.5
18	New Zealand	13.9
19	Singapore	11.4
20	Japan	10.2
21	Venezuela	9.4
22	Netherlands	9.3
23	Jamaica	8.8
24	Hong Kong	8.1
25	United States	8.0

Source: World Tourism Organization

Table 7B: Travel Expenditures by U.S. and Foreign Visitors, by Travel Region, 1980

($ billions)

TRAVEL REGION	U.S. Travel expenditures	Foreign visitors expenditures	Total travel expenditures
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	$ 9.0	$ 0.5	$ 9.5
Eastern Gateway: New Jersey, New York	15.7	1.6	17.3
George Washington Country: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	14.1	0.6	14.8
The South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee	33.1	1.9	35.1
Great Lakes: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin	26.4	0.6	27.0
Mountain West: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming	7.7	0.3	8.0
Frontier West: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas	21.9	1.2	23.1
Far West: Alaska, California, Idaho, Nevada, Oregon, Washington, Hawaii	32.9	2.9	35.8
U.S. Territories	0.8	0.4	1.2
U.S. Overall	$161.6	$10.1	$171.7

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center's Travel Economic Impact Model, includes overnight trips and day-trips to places 100 miles or more away from home; U.S. Bureau of Labor Statistics.

Table 7C: Employment Generated by U.S. and Foreign Travel Expenditures, by Travel Region, 1980

TRAVEL REGION	Travel-generated employment (thousands)	Share of total payroll employment (percent)
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	260	4.7%
Eastern Gateway: New Jersey, New York	403	3.9
George Washington Country: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	420	4.1
The South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee	943	5.6
Great Lakes: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin	750	3.8
Mountain West: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming	274	8.1
Frontier West: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas	596	5.2
Far West: Alaska, California, Idaho, Nevada, Oregon, Washington, Hawaii	859	6.2
U.S. Overall	4,530	5.0%

Note: Details may not add to totals due to rounding.

Source: U.S. Travel Data Center's Travel Economic Impact Model, includes overnight trips and day-trips to places 100 miles or more away from home; U.S. Bureau of Labor Statistics.

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ERRATA

Table VI-2 on page 29 should be corrected as follows: the column headed "Visitors, Variation from 1979" should be changed to "Variation from 1980," and the column headed "Visitor expenditures, Variation from 1979" should be changed to "Variation from 1980."

Table VI-4 on page 30 should be corrected as follows: the column headed "U.S. Travelers, Variation from 1979" should be changed to "Variation from 1980," and the column headed "U.S. expenditures, Variation from 1979" should be changed to "Variation from 1980."